

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City

VOL. XCI

NEW YORK, APRIL 8, 1915

No. 2



The United States is developing the quality of nationalism. We are coming to think of things in terms of our nationality. Business men are interested in what the nation grows, what the nation produces, what the nation consumes, what the nation exports and imports.

If a calamity befalls one of our states or cities, it is a national calamity. We have established a national point of view and are thinking with a national mind. Manufacturing is being done on a national scale, distribution studied on the same scope, and national advertising has arrived.

Under these conditions, there is need for the national advertising agency, and such an agency may be located in Philadelphia or Detroit, or New York, or Kansas City or Denver, provided that its activities are national, its experience national and its capacity to serve organized on a national basis.

This country is geographically so vast, its population so great, its range of industries so wide, that no concern may have a correct national point of view unless this national view is made up of segments of sectional views. In other words, a correct national viewpoint may only be formed by an intimate study of the contributing local facts and conditions.

Our business, which has for more than a quarter of a century been the largest of its character in the world, has in the past few years undergone a complete reorganization. This reorganization has not been merely a change of men and methods; it has been rather a re-expression to suit modern conditions of the first fine principles upon which the business was established forty-six years ago.

For the past several years our representatives have visited on an average of thirty-seven states per year; we have made an average of

(Continued on page 45)

The Real Standard

Uncle Sam says that yellow back bill of yours represents gold.

With all respect to our elongated Uncle, it represents something very different.

The gold is merely the "medium of exchange." The bill actually represents *farm produce*.

Let the farmers of the world stop work for a few months and see how much of the value of your gold remains!

* * *

Now here's the point—a good percentage of the world's farmers *have stopped work*.

Therefore the farmer who sticks to his job gets more of those bills for his produce.

* * *

The Standard Farm Papers are subscribed for by the men who make farming a real business.

They read these papers because the editorial mat-

ter deals directly with *their* problems. For each Standard Farm Paper is edited for a special class or section.

* * *

The big growth of many a business has resulted from the far-sighted policy of grasping quickly opportunities created by changed conditions.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE FARM PAPERS OF KNOWN
VALUE

Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

VOL. XCI

NEW YORK, APRIL 8, 1915

No. 2

How the American Radiator Company Fosters Its Growth

An Authorized Interview by Member of the Editorial Staff of PRINTERS' INK with

Louis Bruch

Vice-President in Charge of Advertising, American Radiator Co., Chicago; President, Audit Bureau of Circulations

THE net earnings of the American Radiator Company for 1912 were \$1,312,052. In 1913 they climbed to \$1,696,193, the next year they jumped to \$2,081,267 and last year—admittedly an “off” year for building—the balance-sheet shows a net profit of \$2,289,075, which is equal to 25.39 per cent on \$8,185,600 common stock.

Behind these figures lies a story; a story of long-distance sales building; with a moral for every advertiser concerned with what to-morrow holds in store for him. It was told to a representative of PRINTERS' INK by Louis Bruch, the vice-president of the company, in charge of advertising.

“It was sixteen years ago,” began Mr. Bruch, “when the American Radiator Company began to consider its future seriously. Like most successful corporations, its main concern up to then had been ‘what dividends will we declare this year?’ But those at the head of the company, President Woolley and his associates, began to realize that this happy-go-lucky, trust-to-luck policy was lacking. It left a question mark after the most vital problem of any business; it was near-sighted, unbusinesslike, unwise.

“So it was decided to adopt a new policy. Instead of leaving the future to take care of itself, the policy was inaugurated of reserving the greater part of the profits to foster the company's

growth. This, of course, curtailed the yield in cash dividends to the stockholders, but as President Woolley says in a recent statement to our stockholders: ‘the accumulation of tangible assets as the result of such conservation has offered permanent and generous compensation for these voluntary sacrifices.’

BEGINNING OF SUBSTANTIAL BUSINESS BUILDING

“This policy called for advertising. In 1902 we started using modest space in the magazines, feeling that national publicity would add prestige and the flavor of world-wide renown to our products. But it was not until the panic of 1907 that the tremendous possibilities of advertising as business insurance were brought home to us. On the theory that the time to advertise is when business is dull, we experimented with big space and impressive newspaper copy that year. We came out of the campaign advertising enthusiasts, for our 1908 sales showed a heavy increase over the year before. From that time on we have carried more ‘business insurance’ every year—in fact, this year we will double the money which we invested last year in newspaper advertising alone. Nor will we shut down in the slightest on our magazine, farm-paper, or trade advertising.”

Mr. Bruch's reference to last year's advertising recalls another

interesting policy of his company. I refer to increasing advertising when the war shut off its export market, as already mentioned in PRINTERS' INK. In face of the high interest rates, which adversely affected building operations, the company found a home "export" market and increased the sale of its radiators to owners of old homes so that the net profits for 1914 show a gain. In this giant campaign the American Radiator

tions, it is of interest to know how this space is bought, what factors enter into its selection, and how the company makes sure that it is getting maximum value for its money.

"We buy all our advertising space on a commodity basis," said Mr. Bruch in answer to a question, "usually using sufficient in each paper to get the lowest rate. By means of Audit Bureau of Circulation reports we seek to elimi-

nate guesswork, and pick mediums best suited for our products.

"Of course, no two advertising propositions are alike. The Standard Sanitary Manufacturing Company, for example, would not buy space in the same mediums that we do. It is more interested in selling within the cities because of street water supply, while we desire both city and country circulation because of the water in a heating system remaining there year after year. But there are certain tests which I believe any advertiser can safely apply in buying newspaper space.

"The first thing is deciding where to advertise. The time has passed when advertisers close their eyes and put their finger anywhere on the map and say, 'I'll start here.' Before we spend

a thousand or two thousand dollars in a city we want to know that our campaign will be a success. Our method in making sure of this is first to ask our salesmen, of whom we have 250, in what territories they need help. We ask them why. They have to tell us the nature of competition, the sales possibilities, the general conditions as to building operations, freight rates, etc. But we don't



"Stop that! It's now against the law to scatter foul dust!"

Law stops carpet beating!

Cincinnati is the first city to make it a misdemeanor to shake draperies and bedding out of windows or to beat rugs and carpets outdoors, thereby permitting the foul dirt to fall on passersby or to enter neighborhood homes. Such practices are now justly regarded as crude and dangerous—an evil that need no longer be tolerated with the advent of the

ARCO WAND VACUUM CLEANER

With the ARCO WAND you are rid forever of the health risk and rumpus of the insanitary, clumsy broom-duster way—as this stationary, built-in machine will do complete, quick, dustless cleaning for a score or more of years. ARCO WANDS are backed by our full guarantee.

The ARCO WAND avoids use of insanitary dusters or rugs. No more backaches, beating, lifting, reaching, step-ladder climbing, dust-breathing—a loon and a protection to women!

Just connect the light-weight hose to an iron section pipe in the partition-wall—at baseboard—and all dirt, insect-eggs, paper-bits, thread, lint, etc., are instantly drawn to sealed, disinfectant buffer of machine, set in cellar (or rear room of first floor). Noiseless—requires no watching or regulation—is permanent, like radiator heating. Easily put into old buildings or new. ARCO WAND protects furs, clothing, etc., from ravage of moths, buffalo bugs, etc., and by prolonging the freshness and durability of carpets, rugs, hangings, upholstery, mattresses, etc., causes the machine to soon pay for itself.



Machines are in demand in homes, hotels, hospitals, restaurants, churches, schools, two places under most severe tests. The law of good neighborhoods and family health protection, rather than a company's interests, should govern every choice in its use. Accept no substitutes! Write for free catalog. Public showings in all large cities.

An unfailing Vacuum Cleaner

The ARCO WAND is proving a great success in homes, apartments, churches, schools, stores, hotels, hospitals, restaurants, churches, schools, etc., for the best protection, rather than a company's interests, should govern every choice in its use. Accept no substitutes! Write for free catalog. Public showings in all large cities.

Write to
Department C
AMERICAN RADIATOR COMPANY
Makers of the world famous IDEAL Radiators and AMERICAN Radiators
814-815
S. Michigan Ave.
Chicago

MAGAZINE COPY FOR COMPANY'S NEW VACUUM CLEANER

Company used over 400 newspapers, 20 farm journals, 30 magazines, and 12 trade publications. This year's plans call for adding many more papers and increasing the space used in most of those on the 1914 list.

Remembering that the favorite size of an American Radiator newspaper ad is twelve inches across four columns, and that the campaign is from 15 to 25 inser-

pu
mo
ma
see
of
adv
get
loc
tise
thin
ther
how
depe

act on their unsupported opinion.

"It is not that we don't trust them, for we do. We trust them just as much as we trust our cashier, but we would consider ourselves poor business men if we did not provide some check on the cashier, and it would be unfair to the cashier if we didn't. We don't believe that any salesman wants to assume the responsibility for the success or failure of an advertising campaign in sections of his territory, so it is up to the advertising department to check up his judgment. This we do in several ways.

"First we draw on our own knowledge of local conditions; we marshal such information as we have absorbed in reading the advertisements of newspapers in advertising journals, in visiting the town and in talking with other advertisers who have experimented in that territory. Then we consult our A. B. C. reports from papers in that town. In cases where the newspaper publisher has been wise enough to use the space on the back page of his report to give us information about conditions and prosperity in his locality the task of checking up the salesman is comparatively easy. But if the newspaper publisher has taken that space to brag about his own publication, possibly repeating information already provided for on the inside pages, we will generally pass that city up for one where authentic data is available. If time permits we may write the publisher, whom we expect to be able to give us facts and figures.

DATA ASKED OF PUBLISHERS

"It is a mystery why newspaper publishers do not work together more than they do in gathering market data. Some of them don't seem to realize that the problem of selling their market to national advertisers is mutual. Instead of getting together facts about their locality—facts which the advertiser must know before he will think of his paper—they content themselves with statements as to how much more space some big department store used in their pa-

per than in any other. Even if we were interested, how would we know but what there wasn't some string tied to the contract? I know of one case where the president of a big store was a part owner of the paper, and yet the publisher solicited my business on the strength of the space used by that store in his paper!

"Before we will consider putting on a campaign in a certain city there are many facts we must know. We want to know how prosperous the community is. For example, we are now considering adding papers in cities dependent on potteries. Potteries are very busy these days—busier than ever before—on account of the favorable tariff and war conditions. We want to know what the bank clearings are; if the locality has any advantages in the way of better soil or crops, mining property or other things which make for continued prosperity. We want information as to the make-up of the people so that we may know if they are of a type that will respond to our advertising; what kind of farming is done in the surrounding country; all the figures and facts available about the earning power of the residents; what kind of homes they have, and other data of a kind which will help us to determine in advance whether or not it would pay us to put on a campaign.

"If we are not able to get this data from a publisher, we naturally hesitate to consider that territory, for there are so many other localities where such data is available. We do not feel that it is good business to take a chance, when by looking a bit further we can make sure of success in advance. Nor are we alone in this attitude. Every big advertiser buys space in much the same fashion, and that is why I wonder at the short-sightedness of so many publishers in not getting together and gathering this essential data. Having gathered it, they ought to put it before advertisers in some convenient manner, instead of burying it in a pigeon-hole in their desk. We frequently add territories which are suggested to

WHO'S WHO WITH
NICHOLS FINN—I



DRAWN FROM LIFE
BY R. H. PALENSKY

W. E. GERRY

On the other side of the fence, Mr. Gerry has invested his own money in Advertising. He has charted the course of big, successful business undertakings. He counts one hundred cents to the dollar. And his advice to the advertiser is clear as crystal and solid as granite.

"I AM strong for net profits as the ruling motif in the symphony of business. Personally, I fail to see a grain of value in Advertising results that the bank won't accept as legal tender."

Treasurer

The combination of sane idealism and sound conservatism that characterizes the Nichols-Finn organization is reflected in "Advertising with the Gloss Off," the most interesting and helpful advertising book of the year. Write for your copy.

**NICHOLS-FINN
ADVERTISING CO.**



**222 SOUTH STATE STREET CHICAGO
71 WEST 23RD STREET, NEW YORK**

Charter Member Audit Bureau of Circulations

Intelligent, Sustained Effort Insures Success

ADVANCED CLOSING DATE

EFFECTIVE with August issue last forms of Needlecraft will close on the fifteenth of second month preceding date of issue.

This change is made necessary in order to further carry out our policy of serving subscribers promptly each month.

NEEDLECRAFT PUBLISHING CO.

1 MADISON AVENUE - NEW YORK CITY

WILL C. IZOR, *Adv. Mgr.*

1 Madison Ave., New York City

ROBERT B. JOHNSTON, *West. Mgr.*

People's Gas Bldg., Chicago, Ill.

Member Audit Bureau of Circulations

holders for steam-heated homes, vacuum cleaners, ventilating plants and so on. In our consumer advertising comparatively little is said about the technical merits of our products. This is taken care of in our trade advertising and by personal work on architect, contractor, and engineer. The fact that over 80 per cent of all the big office buildings in New York and all but one in Chicago have American radiators bears out the soundness of this policy."

SYMPATHETIC HANDLING OF THE ARCHITECT

At this point I interrupted Mr. Bruch to ask him to elaborate on his methods of working with the architect and engineer. I knew that many firms in the building field follow the policy of ignoring them and going direct to the consumer or builder. Not so, however, with the American Radiator Company.

"I know of few firms which have gone as far in cultivating the architect as we have," replied Mr. Bruch, as he handed me one of the company's recent newspaper ads urging people to consult an architect. "Working with the architect insures his giving the heating of the home proper consideration when the time comes to appropriate for it, and the satisfaction which a heating plant gives—and our future is wrapped up in that—depends largely on the architect's knowledge of our proposition. That is why we go to such expense in getting out reference books, which architects and steamfitters look upon as bibles, and which, though partly catalogues, are indispensable in their work.

"It may sound rather foolish when I tell you that sympathy is the basis of our work with the architect and steamfitter. But that is the whole thing in a nutshell. Take that big newspaper advertisement, for example: after telling the reader that when he builds his home he will be able to get a lot of valuable advice from the mason, the carpenter, the heating contractor, and so on, because each of them is a specialist in his line, we use up the rest of

the space showing in just what ways the architect can help and save. Then we conclude 'Always consult an architect—even before you buy a lot.' Sympathy prompted that advertisement; sympathy and the desire for the architect's good will.

THE BOND BETWEEN THE SALESMAN AND HIS CUSTOMER

"It is the same with our personal sales work. Our salesmen, of course, sell to the steamfitter, as that is the only way a householder can buy American radiators, and the first thing we do in training a salesman is to put him out helping a steamfitter. After he has banged his knuckles, mashed his hands good and plenty, and thoroughly demonstrated to himself what little he knows about steamfitting he is then in fair shape to sympathize with the men he must sell. When that bond of sympathy has been established a short cut has been made to the sale."

And it rang true, this statement of Mr. Bruch's. The whole American Radiator organization seems to have caught the kindly, sympathetic attitude of Clarence M. Woolley, its president, even the ninety-odd employees in the advertising department. The atmosphere of greed—greed for time as well as dollars—is lacking. The officers of the company are not living in fear or dread that they may say something which will help a competitor; on the contrary, if the company has any serious competition one would never know it from talking to its officers. Remembering that anyone can make radiators, that the American Radiator Company holds no patents on its product—its only safeguard being to hide from the public certain special machinery—such a broad-minded policy is most American.

But the big policy back of this manufacturer's march forward is undoubtedly its constructive policy of putting back into the business the larger part of its profits. This is a policy which might well be applied to many lines of business with equally good results.



TWO WRITERS

*with the human touch and
with great resourcefulness are
Ingalls Kimball, whose copy
has been particularly effective
in advertising men's
clothing, furs, hardware and
women's wear, and L. A. Van
Patten, whose work has been
especially notable in automob-
iles. They are members of
this Company.*

CHELTENHAM
Advertising Agency

150 FIFTH AVENUE
NEW YORK

Value of Understatement in Copy

A New Survey of an Old Theme
—Where the Competition for
Superlatives Is Leading Us—A
Quarter-Page Ad in *Punch* Cited
to Show Effect of Words Used to
Full Value

By Percy Waxman

EVERYBODY knows that an actor does not use normal tones when on the stage. When he speaks he deliberately raises his voice, knowing that when it reaches the audience it will sound quite natural. He has to talk louder than usual to make allowance for the distance between himself and his audience. It would seem as if many of us write our advertising copy on this same principle. We fear that a normal tone would reach our readers as a whisper, so we take no chances and yell.

We write so much copy as if we felt sure that no sane person would willingly give attention to a plain statement. We seem to regard the much-desired reader as a reluctant victim who must at all cost be made to notice our announcement whether he wants to or not. Superlatives are smeared all over our production—superlatives in copy, superlatives in display, superlatives in illustration. Everything is keyed up from adjectives to borders. We seem afraid to content ourselves with positive statements because we feel that if we do use them, some one else will go us one better with comparative or superlative statements. We fear to say anything in a simple way because we know that our competitors will use brilliant adjectives that will cast our efforts into the shade. So we out-scream each other. We are taking no chances. We all use exaggerated tones. We abuse the real value and meaning of words. We make use of exaggerations and superlatives to such an extent that our readers come to discount instinctively everything we say. And we come to expect that they

will do so and for that very reason feel we have to continue pressing on the loud pedal. Through overworking such a word as "best," it loses its dictionary significance and comes gradually to be looked on as meaning, "Oh, pretty fair." "Love-liest in the world" comes to be smiled at tolerantly and disbelieved. And so on. Mind you, I do not believe that our highfalutin' terms are necessarily used to deceive. I regard them more as an evidence of our lack of faith in the reader's intelligence, lack of faith in our products, and, dare I say, lack of faith in advertising. When we say "best" we reason that it will reach the reader as only "good," whereas if we use the word "good" it will mean less than that by the time it gets to the reader.

SENSES DULLED BY GROSS STATEMENTS

In my opinion, one of the worst results of our careless exaggeration has been to destroy for us the real value and meaning of words. Reckless overstatements, undue emphasis, and hyperbole are the order of the day with us. And not only in our advertising. It's the same everywhere. You can test this the next time you go out socially. Listen to any conversation on any subject. You will hear every third word emphasized. You will hear two, three or four different adjectives applied to every noun. You will find superlatives scattered around like seeds in spring. And yet in each case there is no intention to deceive or lie. We are overanxious to get our meaning across, that is all.

A little while ago a friend drew my attention to an ad in *London Punch*. It was a quarter-page displaying a lady's gold wrist-watch. The price was \$225. The copy consisted of two words besides the price, the name and address of the advertiser. These two words were "Quite Reliable." My friend thought it was a good joke to spend money on a quarter-page in *London Punch* merely to say the watch was "Quite Reliable." And yet it was not really

bad copy for the audience it was intended to reach. In England, the word "quite" means "absolutely." The word "reliable" means "trustworthy in every particular." Over here, we have come to demand superlatives in ordinary conversation to such an extent that the real meaning of the words is lost. An ice-cream with us is "perfectly lovely." A poodle dog is "too dear for words." Our children are "the cutest things you ever saw." The weather is "too heavenly for anything." "Quite Reliable" applied to a \$225 watch would certainly be a waste of money in America. In England it is not so foolish as it may seem, although I am far from considering it as ideal copy.

On the whole, however, it is only fair to state that our worst is about over. Our danger-zone in advertising copy is behind. We have passed safely through a frightful period of hyperbole, exaggeration, inflation, coruscation and general bustification. Now signs are everywhere visible that the era of screech in advertising is about to pass. The overworked superlative is on the verge of collapse. Our dear old bewhiskered friends, "Best," "Finest," "Love-liest," and "Unsurpassed" are about to enter upon a long Arctic night. Meaningless exaggeration will shortly be "taking the count." Adjectives ending in "est" are heading for the Twilight Nap. Overstatement of any kind will soon be considered just as bad form as wearing your diamonds to breakfast.

Understatement is the newest construction-model for 1915-1916 advertising. Modesty is to have a long-deferred inning—that is if the indications noted here and there really show the trend copy is taking. I do not mean by this that the shrinking-violet form of announcement is already cluttering up the advertising pages of our magazines to any alarming extent. Oh, dear, no! But here and there, you can see copy that seems to possess reserve strength; that does not pant with excitement; that has not gasped out the very last adjective in its armory;

that leaves the reader with an impression that, honest-to-goodness, there are still a few claims left that might have been made had the writer chosen.

We should not forget that it is a human characteristic to credit a man with more than he claims if he states his claims with a depreciating smile and in a soft tone. The smile and the soft tone will creep into advertising more and more. The loud-voiced braggart will be heard less and less. We will become less and less afraid to be normal. We will grow to believe more in each other, believe more in ourselves, our products and our advertising. Perhaps in a few years if we see an advertisement of a \$225 watch with the words, "Quite Reliable" used, it will convey to us exactly the meaning those two words have in the dictionary.

A. R. Howell With Johns-Manville

A. R. Howell has been appointed advertising manager of the H. W. Johns-Manville Company, vice Frederick J. Low, resigned. Mr. Howell has been recently associated with the George Batten Company, and before that was in charge of the advertising of the Remington Arms Company.

Mr. Low was with Johns-Manville for eight years. His future plans are not determined beyond the fact that he will take a vacation of several weeks.

Jos. A. Moore Business Manager "Good Housekeeping"

Joseph A. Moore, for many years one of the owners and advertising manager of the *People's Home Journal*, has been appointed business manager of *Good Housekeeping*.

Mr. Moore was for some years engaged in the advertising agency business in Chicago prior to joining the publishing house of F. M. Lupton & Co.

A. E. Davis Makes Change

A. E. Davis, formerly with the United States Printing and Lithograph Company, of Cincinnati and Chicago, has recently become vice-president and sales manager of the Latham Lithographic & Printing Company, New York.

Goes to American Express Co.

Douglas Malcolm has resigned from the advertising department of the International Harvester Company to become advertising manager of the American Express Company.

PERCENTAGE OF RE-ORDERS

An analysis of the advertising carried by The Saturday Evening Post during the past two years discloses some interesting tendencies.

Not least notable is the very high percentage of "re-orders," or renewals, in 1914 of business carried in 1913.

The figures* are as follows:

	Lines	Percent- age
Total Advertising in 1913	1,125,456	
Total Advertising in 1914	1,148,205	
Space used in 1914 by advertisers who also used the Post in 1913 . . .	983,900	
Percentage of 1913 advertising renewed in 1914 .		87.5
Percentage of total 1914 space coming from advertisers who also used The Post in 1913 . .		85.8

* Excluding school advertising, which is classified business at a different rate

The advertising field is highly competitive.

There are hundreds of mediums into which an account may be diverted.

The number of customers is very large, which increases the possibilities of losing some of them.

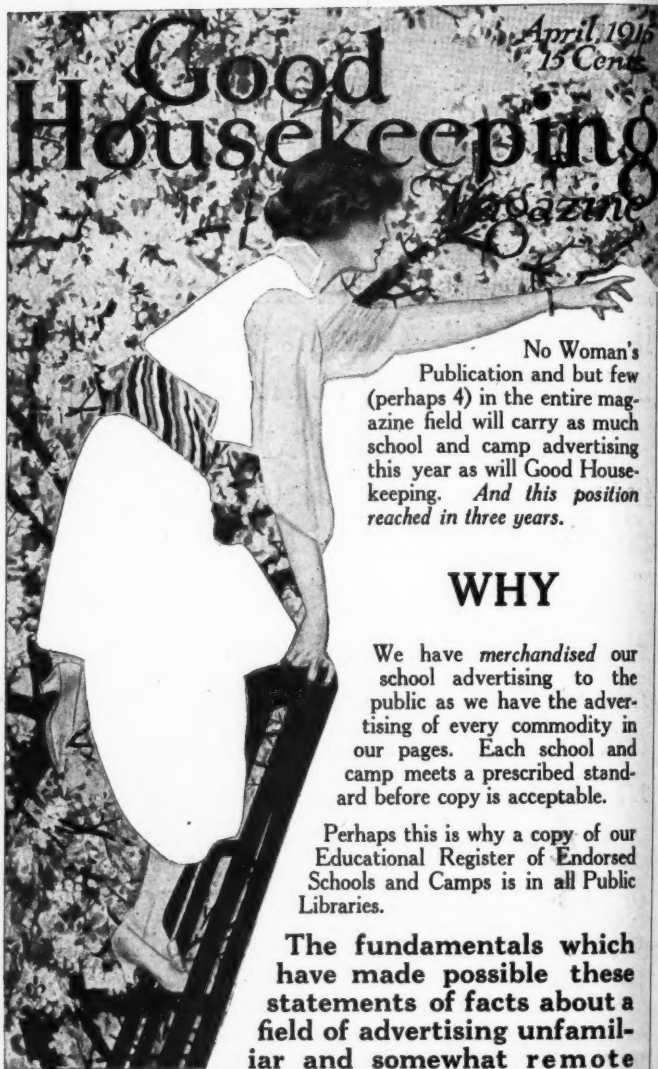
Space is purchased at frequent intervals, giving almost daily opportunity for such deflection.

And yet The Saturday Evening Post drew 85.8% of its volume in 1914 from the same customers that made up 87.5% of its volume in 1913.

We believe that this percentage of "re-orders" compares favorably with that of any commercial house in any line.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia



April, 1916
15 Cents

Good Housekeeping Magazine

No Woman's Publication and but few (perhaps 4) in the entire magazine field will carry as much school and camp advertising this year as will Good Housekeeping. *And this position reached in three years.*

WHY

We have *merchandised* our school advertising to the public as we have the advertising of every commodity in our pages. Each school and camp meets a prescribed standard before copy is acceptable.

Perhaps this is why a copy of our Educational Register of Endorsed Schools and Camps is in all Public Libraries.

The fundamentals which have made possible these statements of facts about a field of advertising unfamiliar and somewhat remote from the average advertiser must necessarily be mighty significant to the thoughtful manufacturer who analyzes values.

NEW YORK

WASHINGTON

CHICAGO

BOSTON

The Simultaneous Use of Canvassers and Retail Dealers

Story of "Wear-Ever" Campaign to Introduce Aluminum Kitchen Utensils

IN practically every line of business the chief difficulty lies in making the first sale to a customer. All the inertia and all the friction are working against the seller at that point. Advertising is the means employed to overcome these forces and bring the consumer to a decision to "give it a trial." After that the merit of the goods may be expected to bring repeat orders.

The current campaign of the Aluminum Cooking Utensil Company, of New Kensington, Pa., whose Wear-Ever line of aluminum cooking utensils has been widely advertised and is well known, seems to be built with reference to the first sale, and with the idea of getting the housewife started on the road to using aluminum ware in her kitchen. Its co-operative work with dealers emphasizes this point, and one of its sales plans which has brought down upon it most of the criticism of its competitors and dealers was the result of the same idea.

Reference is made to the fact that the company employs canvassers for house-to-house sales work. These are often unusually high-grade people, college men, it is said, having been utilized in large number. They sell on their own account, having no dealings with the local distributors, and their work being entirely independent of the latter. To the extent that they are making sales which the dealer might have made, they are competing with

him. On the other hand, the company, which has never cared to make a public statement of policy on the subject, has met this objection by equipping the canvassers with a line entirely different from that handled by the dealer, so that there would be no direct conflict as to designs and prices.

The house-furnishings buyer in a big Ohio Valley department store, who is a strong booster for Wear-Ever, and gives it the band-wagon position near the stairway in his department, said not long ago that the canvasser policy is the only thing he has against the makers of Wear-Ever.

"The other day," he said, "a woman came in here and asked me if I had a Wear-Ever coffee



**For Broiling or for Frying
Appetizing Steak—**



**The
Thick Sheet**

"Wear-Ever"

Aluminum Fry Pan

is excellent because it stores up such a large amount of heat that it sears the meat immediately, cooks thoroughly and quickly.

The enormous pressure of rolling mills and stamping machines makes the metal in "Wear-Ever" Pans dense, hard and smooth—one-eighth inch thick.

Because the "Wear-Ever" Pan stores up more heat than ordinary fry pans, a large amount of heat should be applied to the pan when first placed over the fire in order to "fill" the pan with heat. As soon as the pan is heated throughout, the amount of heat should be reduced.

**Replace utensils that wear out
with utensils that "Wear-Ever"**

"Wear-Ever" utensils are stamped from thick, hard, sheet aluminum, without joints, seams or solder—smooth chip or scale—see pure and safe.

If not obtainable at your dealer's, mail us 10 two-cent stamps and we will send you, prepaid, a 1 qt. "Wear-Ever" Stewpan. Send for our booklet, "Appetizing Recipes with the "Wear-Ever" Fry Pan."

The Aluminum Cooking Utensil Co., New Kensington, Pa.
or, if you live in Canada:
Canadian Aluminum Co., Ltd., Toronto, Ontario

Please send me a "Wear-Ever" Fry Pan. I enclose 10 cents in stamps—necessary to be returned if I do not order.

(Stamp 10)

Name _____

Address _____



and profits which I cannot share in, I get the benefit of the future business which will result from these first sales."

That the canvasser question has been made the subject of competitive comment is indicated, however, by the following paragraph from the advertisement of another manufacturer in a paper going to the house-furnishing trade:

"We sell only through responsible merchants, and refer all inquiries resulting from our advertising to the nearest dealer han-

cost of traveling and the relatively small volume of sales. It frequently happens that an article which is sold by canvassers and stores also will be priced by the latter at a third less than the canvassers' figures. Hence the latter is simply doing missionary work that is bound to help the dealer, and, in my opinion, cannot possibly hurt him."

AN INTRODUCTORY OFFER MADE THROUGH DEALERS

Another evidence of the definite policy of the manufacturers



Some Reasons Why "Wear-



Institutions like These Use and Recommend "Wear-Ever"

No place do utensils receive so much hard usage as in these kitchens. That "Wear-Ever" is recommended and used by so many large or prominent hotels and institutions (a complete list on application) speaks well of it. Surely it is the safe and only kind to sell your customers.



Displays Like These Help Sell It



Ever" Utensils Outsell All Others



The "Wear-Ever" Magazine is published to assist in increasing the value and general efficiency of your store.

It contains latest offers on selling the goods, their prices, winning window displays and the arrangement of these stock. It has well-written business articles. It suggests new developments of business. Worth reading and worth buying. Send for a copy.

The Fundamental "Why"

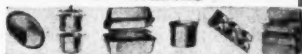
The constant pressure of rolling mill and stamping machines makes the metal in "Wear-Ever" aluminum cooking utensils dense, hard and strong. The "wear-resistant" surface of the metal is made still harder by electricity—which makes the inside of the usual dealer, customer, less liable to be deceived and more easily convinced.

"Wear-Ever" Aluminum Utensils

are stamped from thick, hard sheet aluminum—made without joint, open or solder. The metal is rolled and the open is a "welded" surface. The handle is a separate piece of metal, and the open is a "welded" surface. The handle is a separate piece of metal, and the open is a "welded" surface. The handle is a separate piece of metal, and the open is a "welded" surface.

The Aluminum Cooking Utensil Company
Dept. 17
NEW KENNINGTON, PA.

Representatives: **WILLIAM B. BAKER**
New York, N.Y. **WILLIAM B. BAKER**
Chicago, Ill. **WILLIAM B. BAKER**
Philadelphia, Pa. **WILLIAM B. BAKER**
St. Louis, Mo. **WILLIAM B. BAKER**
San Francisco, Cal. **WILLIAM B. BAKER**
Seattle, Wash. **WILLIAM B. BAKER**
Portland, Ore. **WILLIAM B. BAKER**
Tacoma, Wash. **WILLIAM B. BAKER**
Vancouver, B.C. **WILLIAM B. BAKER**



ADVERTISING TO DEALERS IN TRADE PAPERS

dling our line. We do not and will not employ canvassers. In short, we give our dealers full and loyal protection."

The sales manager of a big hardware jobbing house, who has had considerable experience with the canvasser proposition, said recently, in commenting on the Wear-Ever policy, that he saw no reason for objection on the part of the dealer.

"The canvasser must get more money for the article than the retailer can afford to sell it for," he said, "on account of the high

of Wear-Ever along the line of getting the housewife to make the first purchase and put the first Wear-Ever piece in her kitchen is the special offer it has put on in various parts of the country, whereby a 45-cent stew-pan is sold to the customer for 15 cents and a coupon. The dealer is stocked up with the pans for this special deal, and makes no money on them, but he is convinced by the company that it is to his interest to encourage these sales, because of the additional business which results.

Large newspaper space is used in the cities where the offer is put on, the consumer taking a coupon from the newspaper ad and presenting it with the indicated amount at her dealer's. A list of all the concerns selling Wear-Ever is run with the ad. The names of the smaller concerns, which do not buy direct, are secured from the local jobber. The plan of listing the names of the dealers is obviously an excellent one, since the customer can readily see the stores which are handling the line, and is not forced, as she would be in the absence of information of this kind, to go from one to another seeking a concern which is co-operating with the manufacturer on the deal. When she is compelled to do this, the chances of losing interest or being steered away to something else are great.

The "sauce-pan special" has been limited as to time, the consumer being required to use the coupon in ten days after its publication in order to get the low price. The pan itself is a special proposition, and the dealers are stocked up with them just in advance of the campaign, and in order to secure rapid movement the offer is necessarily restricted.

THE "SAUCEPAN SPECIAL" PLAN A SUCCESS

The plan has been remarkably successful in many cities where it has been worked, and it is stated on good authority that in New York City, where the campaign was recently put on, over 100,000 sauce-pans were sold. A feature of the plan, which incidentally makes it very attractive to the consumer, is that only one pan is sold to a customer. While it would, of course, be possible for the customer to make several purchases at different stores, and while a great many people with some Wear-Ever goods already in use doubtless bought, it is fair to assume that a great many of these 100,000 New Yorkers were making their first purchases of aluminum ware. On this basis, therefore, it must be conceded that as an introductory proposition the

special offer has been a great success.

The Wear-Ever line is assisted by the usual array of dealer-helps, consisting of window and store-cards, signs, special displays, etc. An advertising feature which has attracted considerable attention among the trade is a board carrying specimens of aluminum in its various forms from the ore to the pig and on through the various stages of manufacture to the finished piece. Each is accompanied by explanatory matter emphasizing the character of the material.

An interesting sidelight on the use of matter of this kind was given by a Wear-Ever dealer, who said that, while it attracted some attention from consumers, its chief value, in his opinion, was that it impressed the various talking-points connected with Wear-Ever on the minds of the sales-people and enabled them to demonstrate the goods better. This is a feature of such display material which probably has not been fully recognized and possibly could be still further developed to advantage.

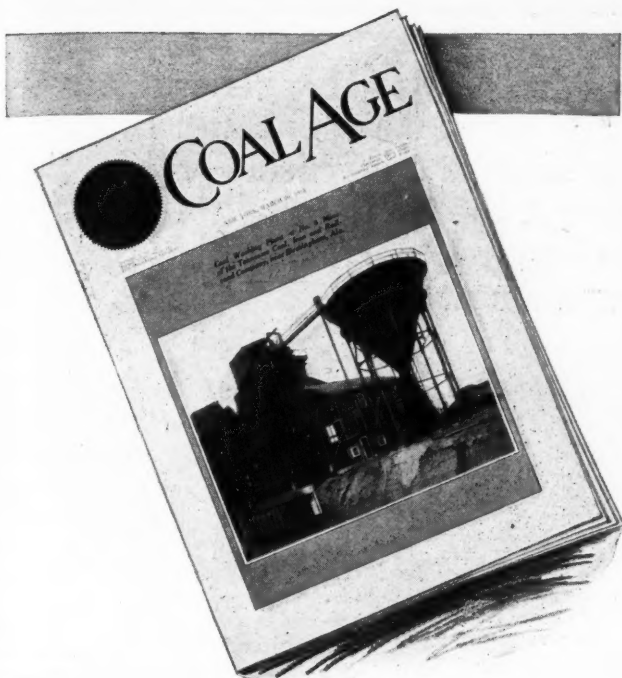
Another aluminum manufacturing concern which has been doing considerable advertising of its goods has also laid hold of the "first piece" proposition by offering to send free to the wife of the dealer inquiring about its line a piece of its goods. In this case the idea evidently is that the use of the aluminumware by the wife will make such a favorable impression that it may even help to stock up the dealer with it.

Changes on Cincinnati "Commercial Tribune"

E. O. Eshelby, publisher, and E. B. Allen, secretary and treasurer of the Cincinnati *Commercial Tribune*, have resigned from the paper. Cone, Lorenzen & Woodman, who have represented it in the foreign field, announce that they have resigned, to take effect May 22.

Fisk Goes With "Dry Goods"

H. S. Fisk has resigned from the *Dry Goods Reporter*, Chicago, to go to New York as advertising manager and vice-president of *Dry Goods*.



***The successful paper of
the Coal Mining Field
because—***

"You will be interested to know that the results obtained from advertising in your paper have far exceeded any other journal in which we have advertised. Our records show 6 inquiries from *Coal Age* to 1 inquiry from any other journal. Such results have clearly demonstrated to us that *Coal Age* reaches the Coal Operators better than any other medium we know of."

Hirsch Electric Mine Lamp Co., - Philadelphia, Pa.

***—this expression of opinion
from one advertiser is
typical of all.***

HILL PUBLISHING COMPANY

10th AVENUE AT 36th STREET

NEW YORK CITY

Also publishers of *The Engineering and Mining Journal*; *Engineering News*; *American Machinist*, and *Power*. All members of the A. B. C.

WE believe the general advertiser, his agent and those interested in advertising will be glad to get the opinion of newsdealers in regard to *Hearst's Magazine* in the new size.

"We have run up the order of the last issue to 1600. Figuring back a period of twelve months when our order was less than 600, we believe that there is a great future in store for Hearst's Magazine."

SOLOMON NEWS COMPANY,
Detroit, Michigan.

"The March Hearst went off with a rush and the town is sold out."

W. C. EDEN,
Colorado Springs.

"March Hearst's is selling fast. My order for April is 650 copies. Last Fall my order was 240 copies."

HAROLD SANBORN,
Denver, Colorado.

"The sale of Hearst's Magazine has been very good and present indications point to a clean 'Sell Out.' We have received additional copies from the Chicago office."

J. LOUIS MOTZ NEWS Co.,
Cincinnati, Ohio.

"In reply to your letter of March 1st, will say I am sold out on Hearst's. I have sent my order for 300 April. If you can add 100 copies you will do me a great favor."

M. LEWIS,
Houston, Texas.

"In reply to your request as to the sale of March Hearst's, will say all dealers have sold out. It is a sure winner in its new dress. Keep up this lick."

W. C. WHITE,
Raleigh, N. Carolina.

"We are having a good sale on the March issue and have already received fifty extra copies. We have wired to make our order, April issue, 800 copies."

MANSON NEWS AGENCY,
Rochester, New York.

"I wish to congratulate you on the new Hearst's. We have almost sold out. We got 50 more this morning and will be glad to get 25 more if you can spare them."

M. R. GOODMAN,
Scranton, Pennsylvania.

"My order for March Hearst's was 150 copies increase over the February Hearst and I have had enough re-orders to take up that surplus. Send me 25 or 50 more if you can and make my April issue 1050."

C. W. POWERS,
Washington, D. C.

The March newsstand sale exceeded that of February by 26,000; April exceeded March by 17,000 and advance orders for May indicate a substantial increase over April.

Hearst's will continue to sell in increasing numbers because it shows improvement with each issue—and we are advertising its excellence in more than 200 papers.

Forms for June close May 2

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst's Building
Chicago, Ill.

The Conquest *of* America

By CLEVELAND MOFFETT

is the biggest story
of the year. The
first instalment will
appear in the

MAY

MCCLURE'S
in the
Big size



General Electric Wins "Mazda" Case

Court of Appeals Refuses to Allow the Name to Be Used on Gas Mantles—The Text of the Decision—Rose O'Neill Wilson Cannot Prevent Use of "Kewpies" as Trade-Mark

GENERAL ELECTRIC COMPANY has, by a decision just handed down in the Court of Appeals at Washington, D. C., won its prolonged fight to preserve inviolate the prestige created for "Mazda" by extensive advertising. This opinion by the court that has final say in trade-mark controversies signifies ultimate victory for the General Electric in the campaign it has prosecuted before the various tribunals of the United States Patent Office to prevent the Anglo-American Incandescent Light Company from using on incandescent gas-mantles the trade-mark "Mazda," which the General Electric has exploited so extensively as a means of identification for its new type of electric lamp.

This contest, which has already received mention in the columns of PRINTERS' INK, has attracted unusual attention in business circles, where there is watchfulness for all forms of alleged unfair competition, and trade-mark experts, together with attorneys and other representatives at Washington of national advertisers and manufacturers, assert that the decision handed down is of exceptional interest in certain respects. Particularly do they point out that few if any preceding opinions from this court of last resort in trade-mark practice have contained such clear-cut judicial recognition of the weight of advertising prestige as a determining factor of trade-mark rights.

TEXT OF DECISION OF THE COURT IN FULL

Owing to the importance of the current decision PRINTERS' INK gives the text of the opinion in full. The Anglo-American Incandescent Light Company is ap-

pellant vs. General Electric Company, appellee, and the appeal was from a decision of the Patent Office sustaining the opposition of the appellee to the registration by the appellant of the word "Mazda" as a trade-mark for incandescent gas-mantles. The court says:

"The appellee registered and very extensively advertised and used this word as a trade-mark for incandescent electric lamps prior to its adoption and use by the appellant. The evidence fully sustains the finding of the Examiner of Interferences that appellant 'not only knew of the prior use of the word "Mazda" upon electric lamps by the General Electric Company (the appellee), but adopted the same for gas-mantles because of the publicity which the mark had attained from its extensive advertising by the latter company.'

"The Trade-Mark Act, to which we have many times referred, denies registration to trade-marks which are identical with a registered or known trade-mark owned and in use by another and appropriated to merchandise of the same descriptive properties, or which so nearly resemble such a registered or known trade-mark as to be likely to cause confusion or mistake in the mind of the public or to deceive purchasers, if appropriated to merchandise of the same descriptive properties. As we said in *Phoenix P. & V. Co. vs. Lewis & Bro.*, in enacting this legislation Congress evidently intended to prevent the registration of a mark that would enable an unscrupulous dealer to obtain the benefit of a valuable trade reputation, established by conscientious effort and fair dealing, to the injury of the public as well as to one who had established such a reputation. It is our duty, therefore, to give the act such a practical interpretation as will effectuate its obvious intent. In the above-cited case we ruled that 'two trade-marks may be said to be appropriated to merchandise of the same descriptive properties, in the sense meant by the statute, when the general and essential

characteristics of the goods are the same.

"The Century Dictionary thus defines the noun 'property': 'Any character always present in an individual or a class; an essential attribute; a peculiar quality; loosely, any quality or characteristic.' We think Congress, in using the words 'descriptive properties,' intended that they should be given their popular signification. Giving them that signification, no trade-mark may be registered when it is appropriated to goods of the same general qualities or characteristics as those of the goods to which another trade-mark already has been appropriated. In American Stove Company vs. Detroit Stove Company we ruled that gasoline stoves and coal or wood stoves were goods of the same descriptive properties, within the meaning of the Trade-Mark Act. We think that decision controlling here. It was pointed out that the two classes of stoves were devoted to the same general use: that of heating and cooking; in other words, that their general qualities or characteristics were so nearly identical that the vending of each by two rival manufacturers under the same trade-mark would be likely to cause confusion, to the injury of the one first to adopt the mark and to the general public.

"In the present case, as in the above-cited case, the goods are used for the same purposes; namely, artificial lighting. They not only are usually sold by the same dealer, but frequently are used together in combination fixtures. While, of course, no one of average intelligence would purchase a Mazda gas-mantle in the belief that it was a Mazda electric lamp, the average person *would* believe that he was purchasing the product of the manufacturer of Mazda lamps. It requires no argument to demonstrate that injury might result from such confusion, both to the appellee and to the general public. The decision is affirmed."

PUBLIC INSIGNIA ALLOWED IN A LABEL

Quite as far-reaching in its sig-

nificance, with reference to advertising interests, as the decision above given is a manuscript decision recently promulgated by the Commissioner of Patents which, in effect, sanctions the use of public insignia in registered labels. As is well known, there has been a disposition in recent years constantly to extend the application of those sections of the Trade-Mark Act which prohibit the registration of trade-marks consisting wholly or in part of public insignia, etc., etc. A recent manifestation of this tendency was found in the campaign conducted by the New York Athletic Club to protect its well-known "Mercury Foot" insignia by bringing the badges, insignia, etc., of fraternal and other organizations into the same privileged class as State flags, coats-of-arms, etc.

Now comes the new Commissioner of Patents and, by sanctioning the registration for the Interborough Brewing Company of a label embodying the official insignia of Prussia, indicates that trade-marks and labels have entirely different status. The commissioner in this decision holds "that the prohibition against the registration of public insignia or coats-of-arms is purely statutory and, while registration of such symbols is forbidden by the trade-mark law as parts of trade-marks, the prohibition does not apply to the case of a label."

It is expected in official circles at Washington that when the full significance of this decision is understood there may be a storm of protests from various institutions and organizations, because evidence is constantly accumulating that many national organizations are growing more and more jealous of the manner in which their names and insignia are used. Only this week, for example, one of the leading officials of the American National Red Cross complained bitterly because the firm that manufactures Red Cross medical supplies and specialties (having gained the right to use the Red Cross trade-mark under the ten-year clause of the Trade-Mark Act) has been given exhibi-

tion space in the Liberal Arts Building at the Panama-Pacific Exposition, at San Francisco, directly adjoining the large space occupied by the big humanitarian organization. The effort, already detailed in **PRINTERS' INK**, of the Society of Friends to ban the use of the word "Quaker" in trademarks is another current manifestation of this desire for exclusive rights, and yet another illustration is afforded by the strenuous efforts of the Boy Scouts of America organization to have Congress enact legislation that would put a stop to the use for advertising purposes of the name, uniform, or insignia of the Boy Scouts.

Other highly interesting pronouncements just made by the Commissioner of Patents include a veto on the effort of the E. A. Bouer Company to secure registration of the words "Federal Reserve" as a trade-mark for paper. The commissioner based his refusal on the fact that "Federal"

has already been registered as a mark for the same class of goods, and he would not concede that, in view of the creation of the Federal Reserve Board, the words "Federal Reserve" convey an entirely different meaning from "Federal." Colgate & Company have been refused trade-mark registration for "Rapid-Shave" for soap powder, it being held that the word is descriptive and that the registration of this word to Colgate would operate to prevent other manufacturers from adequately describing the properties of their goods.

CREATOR OF "KEWPIES" LOSES CASE

Rose O'Neill Wilson, creator of the Kewpies, has lost out in an attempt to prevent the registration by William Hecht of the word "Kewpie" as a trade-mark for children's suits. Mrs. Wilson has a design patent and a copyright covering her creation, but her present experience seems to counsel the fullest measure of protec-

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

tion for every important novelty because she neglected to secure trade-mark registration in addition, and she has never, it appeared from the evidence, used the name "Kewpie" as a trade-mark for any goods of the same descriptive properties as the applicants. The Commissioner of Patents is unwilling to concede in this instance that the word and the picture are trade-mark equivalents. He says, significantly: "Neither a copyright nor a design patent confers any trade-mark right, and the opponent (Rose O'Neill Wilson) has no trade-mark right by use." The action in this case has especial significance because it is understood that the originator of the Kewpies has lately contracted with a third party to permit him to use the name and figure as a trade-mark for children's suits.

Change in Name of Chicago Agency

MacAvoy-Krog & Co., advertising agents of Chicago, have changed the concern's name to the MacAvoy Advertising Company. Bruce Farson, formerly of Dunlap-Ward and the J. Walter Thompson Company, has been added to the company's service department. A branch office has been opened in Milwaukee, in charge of B. K. Burns, formerly with Otto Koch and Meyer-Rotier Company.

Publishers' Representatives Dissolve Partnership

The co partnership known as Ridenour & Cooke, heretofore western representatives of the *World's Advance*, was dissolved April 1. W. G. Ridenour has been appointed western manager of the magazine, and Bennett W. Cooke has become associated with the Coyne National Trade School as manager.

Spalding Vice-President of McCall Company

Charles D. Spalding has been elected vice-president of the McCall Company, publisher of *McCall's Magazine*. He will continue to act as advertising manager, to which position he was appointed seven years ago.

New Editor for "Today's"

Miss Sarah Field Splint has been appointed editor of *Today's Magazine*. Miss Katherine Glover has resigned, but will continue to contribute articles to the magazine.

A. B. C. Now Auditing Thirty Publications a Week

The Audit Bureau of Circulations, now located in the Venetian Building, 15 East Washington Street, Chicago, Ill., requires a force of thirty-five people to handle the vast amount of detail work in giving service to its 900 members—over 4,000 publishers' quarterly sworn statements having been gone over by auditors, duplicated and forwarded to advertisers and agent members—over 200 audits having been made of publications. A staff of auditors have been bonded and trained so that 25 to 30 publications a week are now being audited.

The Bureau advises that new members are coming in rapidly, among those recently received being International Harvester Company, Chicago, Ill.; Libby, McNeill & Libby, Chicago, Ill.; Jacques Mfg. Company (K. C. Baking Powder), Chicago, Ill.; Cowen Advertising Agency, New York; Butterick Trio, New York; North American Review, New York; Hearst's Magazine, New York.

Advertising Opportunity in Tea in Canada

Tea prices have been gradually increasing in Canada since the outbreak of war and recently another increase was levied, making a general advance in the prices of tea of about 15 per cent since last August. The T. B. Escott Company, Ltd., of London, Canada, packer of Grand Mogul tea, started a small campaign recently in newspapers, woman's publications and farm journals of Ontario informing the public that the price and quality of its tea "remains the same as before the war." The firm claims that the demand for Grand Mogul has increased 100 per cent since the campaign started.

Some of This Spring's Business

Among the new accounts recently acquired by the Carl M. Green Company of Detroit, all of which campaigns are going out this spring, are the following: Pacific Lumber Company, San Francisco, Cal., campaign on redwood; Markham Air Rifle Company, Plymouth, Mich., King air rifles; Detgar Mfg. Company, Detroit, children's and women's dresses; Koehler Bros., Saginaw, Mich., Howell steel horse collars; Saginaw Milling Company, Saginaw, Mich., poultry feed.

Swift's Advertising in Canada

The Swift Canadian Company, a branch of the American concern, is using large advertisements in Canadian newspapers telling the readers where premium ham and bacon may be purchased. A list of the dealers' names in each city is carried at the bottom of each advertisement. One advertisement in a Toronto paper had 140 dealers' names at the bottom of it paid for by the Swift people.

The April 10th Edition is

864,000

This high water mark is the culmination of Collier's steady circulation growth since the reduction to 5c a copy. Advertisers in Collier's have received, as a bonus, on each issue since November 1st, 1913, a net paid circulation excess of 100,000 and over.

Collier's ^{5c a copy}
THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr, Adv. Mgr.

**COLLIER'S CIRCULATION
ISSUE of MARCH 20TH**

Press Run.....	847,500
Gross	844,279
Net	831,416
Net Paid.....	820,809
Member A. B. C. and Quoin Club	

This week's issue of Collier's carries the opening instalment of Mrs. JOSEPHINE DASKAM BACON'S unusually clever serial "OPEN MARKET." Don't miss it.

San Francisco

AN AMERICAN PAPER

The Sunday Examiner Passes The Largest Sunday Circulation

IT seems only yesterday that The Examiner was priding itself on having passed the 200,000 mark. That was less than three years ago.

¶ For several weeks past The Sunday Examiner's circulation has passed the 250,000 mark.

¶ On Sunday, March 7th, the record figure of 251,568 was attained.

¶ Last week's circulation of The Examiner—daily only—averaged 127,929.

¶ The Examiner is the only morning newspaper in San Francisco whose circulation has been verified by the Audit Bureau of Circulations.

¶ The San Francisco Examiner has the largest circulation in America of any Daily newspaper selling at over one cent. The Examiner sells every day at five cents per copy.

¶ Years ago The Examiner maintained its position as the largest newspaper in Northern and Central California "all alone." Since then the circulation has grown with the growth of the State—

M. D. HUNTON
Eastern Representative
220 Fifth Avenue, New York.

PER THE AMERICAN PEOPLE

so Examiner

Pass quarter of a Million Mark ulation West of Chicago and St. Louis

THE last census showed that California's population increased 60.1% in ten years. The Examiner's growth is at the rate of over 90% for an equivalent period. The Examiner, therefore, is growing faster, by half, than the State of California.

¶ Outside of the territory south of the Tehachapi, which is covered by the Los Angeles Examiner, there were, at the last census, only 338,451 families in California, excluding illiterates and those who do not speak English. The Examiner's record Sunday circulation was only 25% less than this number—enough to reach three out of every four families.

¶ In the combined population of San Francisco, the Bay Cities and the Peninsula Cities, north and south, there are considerably less than 200,000 English-speaking families. Consider how thoroughly The Sunday Examiner's circulation—over 250,000—blankets the field.

maintained: "You can cover
with The San Francisco Examiner
The Examiner has kept pace
% to spare.

W. H. WILSON
Western Representative
Hearst Building, Chicago.



© Judge, 1915

STILL IN THE LIGHT OF THE HONEYMOON

Even if you are just advertising to "people" and do not take Judge's *quality* of circulation into consideration, reaching this circulation at \$315 a page is certainly worth while.

Regular editions of 150,000 are now required for the constantly increasing number of those who like Judge because it's a pleasing reading companion for cultured people.

J u d g e

The Happy Medium

Boston New York Chicago

LUTHER D. FERNALD, ADVERTISING MANAGER

How a Neglected Product Became the Chief Profit Producer

A Half-hearted Try-out of Advertising Revealed a Big Waiting Market

SIX years ago, R. N. Chipman, now general manager of the Atlas Preservative Company of America, was called, upon the death of the business's founder, T. H. Thatcher, to find if there was anything in the business worth developing. Up to that time none of the concern's products—a paint, a boiler compound, and a weed killer—had been advertised. After plugging along on remittances from London for more than a year, Mr. Chipman decided as a last hope to advertise the weed killer, and \$750 was employed in the original campaign. To-day the largest railroads in the country are the customers of the Atlas company and use the "Atlas A Method" of driving weeds from the right-of-ways. Mr. Chipman says that advertising showed him where the market was, and helped him to open it up, and that to-day he doesn't have to be shown that advertising pays—he knows it does.

The founder of the business was a New Zealand chemist and rancher. He originated the formulas which later became the company's stock in trade. "To-day," remarked Mr. Chipman, "we do not care so much for the secret of manufacture as we do for our method of applying the product."

THE FORM THE ADVERTISING TOOK AT FIRST

Only four years have elapsed since the first copy was run. This showed the weed killer in its container, and was headlined, "Atlas A Weed Killer." Under the side-heads, "What It Is," "What It Will Do," "What It Costs," and "Where to Get It," the Atlas company made its first attempt to tell the public of its product in a big way.

This advertising was directed at the railroads, and contained a coupon telling the railroad executives to ask for information regarding

the Atlas A product. These coupons brought the company many inquiries and opened up the market which later was so profitably developed by additional advertising and personal solicitation.


"We had 1,000 drums of the weed killer in our factory when the advertising was first run," said Mr. Chipman. "We had had it there for some time and doubted whether we would ever sell it. But that advertising did the work, and we soon had more business than we could take care of immediately."

A New Idea in Maintenance of Way

Vegetable growth is the trouble in so far as the cost of keeping the track and yards clean by manual labor is very heavy, even where labor is cheap.


Atlas "A" Weed Killer was developed to solve this problem. It did so by killing the growth—dry, root and seed. You will find that Atlas "A" has been used successfully for years in India, Brazil and other tropical countries.

The same practice modified to suit changed conditions is profitable also on roads in temperate climates where vegetable growth is not so dense. New Zealand, Argentina, Uruguay and England are extensive users of Atlas "A." While not so successful about New York on the streets of real estate developments, Atlas "A" has not heretofore been brought prominently to the attention of American Railroad management.



ATLAS "A" WEED KILLER

is a secret chemical compound. When mixed with water and sprayed on the track it kills all vegetation, but has a preservative effect upon ties and rails. It is made in America only by this company and is sold by its authorized agents in the larger cities. It is the cheapest method of disposing of weeds and affords a real operative economy. Figures on request. Write on above to get on your own line, using the coupon below.



ATLAS PRESERVATIVE COMPANY
for sale
125 Liberty Street
New York

Fill out this Coupon and Mail it for us to-day


The Atlas Preservative Company of America
125 Liberty Street, New York

Please send me full information with Atlas "A" Weed Killer.

Name _____

Address and Office _____

City _____



NOTE THE CONTRAST BETWEEN THIS AND COPY USED LATER

This first flash at advertising had revealed to the company that the product that had always been given the least attention was the best proposition it had. The paint and the boiler compound had been regarded formerly as the big sellers of the company.

The advertising campaign was continued, and to-day the company has plants at Belleville, N. J., Chi-

cago, and Butte, Mont. With the greater production and increased distribution came a more scientific method of applying the weed killer to the tracks.

Now special equipment rigged on a car is furnished by the company, and under the direction of an Atlas employee goes over the right-of-way eliminating weeds. The railroad furnishes motive power, the labor crew, and pays for the chemical used. The cost

Washington to renew a \$30,000 contract with a Southern system. The second year's treatment costs about 50 per cent less than the first, and the third year there is no need for an application.

"Weeds in the track mean a softening of the ballast, and as a result deterioration of ties. The decayed weeds form humus and 'bumping' ties result. The railroads knew that; we didn't have to educate them along that line.

Our job was to convince them that our method was better than the old mechanical method. Weeds removed by section-hands often leave seed behind. Our way of killing the weeds was final.

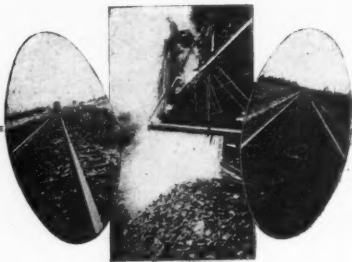
"We were confronted by an interesting situation along the lines of the Chicago & Northwestern road. There we found that wheat continually dribbled from the cars and sprouted along the tracks. To make matters worse manure, large quantities of which are hauled along that stretch of track, fell along the right of way and caused extra energy among the plant life. Our method has been used satisfactorily in meeting that problem."

"Have you any competition?" Mr. Chipman was asked.

"Practically none,"

he replied. "There have been cases of men mixing a few barrels of chemicals and starting out to kill weeds, but nothing has ever come of it. We got in right and with our chemical and equipment for applying it have succeeded in adding steadily to our business.

"There are other fields open for our weed killer, but we are so loaded up with railway business that we haven't as yet even



BEFORE AND ON RAIL AFTER ATLAS "A" WEED KILLER AND TRACK PRESERVATIVE WAS USED

Place Your Track Weeding On A Scientific Basis

You can standardize your track weeding! You can standardize this cost. You can standardize your

methods of clearing your tracks from weeds by using the

Atlas "A" Method

This means the elimination of haphazard methods of track weeding. This means known definite costs and the relief from responsibility and worry. The Atlas "A" Method means more than this; it means that your entire system will be cleared of vegetation as a unit under Atlas "A" Method of supervision.

This supervision means a direct saving in the quantity of Atlas "A" Weed-Killer and Track Preservative; the scientific care in estimating the amount required for your tracks and the elimination of waste and the correct distribution of Atlas "A" Weed-Killer over your track. Above all it means a big saving in labor; maximum results with

minimum quantities of chemical. In other words, the Atlas "A" Method will place your track weeding and its attendant labor problem on a standard basis.

Our new booklet "Eliminating Track Vegetation by the Atlas 'A' Method" explains every detail. It's yours for the asking.

**ATLAS PRESERVATIVE COMPANY
OF AMERICA, (INC.)**

95-97 Liberty Street

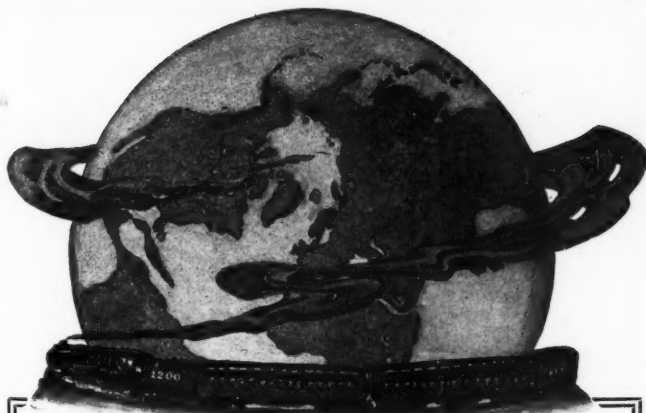
New York, N. Y.

THE COPY THAT TO-DAY IS MAKING A MARKET

per lineal mile of track runs from \$25 to \$40, according to contract.

"Our problem was not to convince the railroads that they should destroy the weeds on their tracks," remarked Mr. Chipman. "They knew that. We had to convince them that the Atlas A Method was the most effective manner of doing that pesky task.

"Once we got a contract with a railroad it meant more business. Just the other day I was called to



Thrice Around The Globe

NOT GLOBE-TROTTERS; BUT NEWS-GETTERS

The Editorial Staff of the *Simmons-Boardman publications* traveled over 100,000 miles during 1914 to get the inside facts, the real meat, the face-to-face story of railway development for the

Railway Age Gazette The Signal Engineer Railway Age Gazette Mechanical Edition

Call it what you will; service; editorial efficiency; "nose for news"; place it in any category you wish, the fact remains that the Simmons-Boardman Publications must be valuable to progressive railway officials; they must assist every manufacturer who is trying to sell to the Billion Dollar Customer, the American Railroads.

This mileage-money; this concentration on one subject by a corps of trained men; this search for every new angle of development in the railway industry, makes the Simmons-Boardman Publications indispensable to railway officers, railway executives, heads of mechanical and engineering departments; for only by reading these papers can they keep abreast of the times.

In the same ratio of interest lies the value of an advertising campaign aimed at the Billion Dollar Customer, the American Railroads.

Simmons-Boardman Publishing Co.
New York Chicago Cleveland

Audit Bureau of Circulation! We belong.

35%

"In spite of unsettled business conditions, the **New York City Telephone Book** carried 35% more advertising during the past year than it ever before carried, even in the most prosperous years."

Such an endorsement of the business bringing value of "the most used and most useful book in New York" merits **your** attention.

Advertising forms for the big May issue of **800,000** copies close **April 29th, 1915.**

May we send a representative?



New York Telephone Company

Directory Advertising Department

Telephone Cortlandt 12000

25 Dey Street

New York City

scratched the surface of them."

Asked about his use of other methods of advertising Mr. Chipman said:

"We have cut down on the use of circulars, and in the future will use this form of advertising still less. We reach the people we want through our advertising in trade and technical papers, and through our personal contact with railway executives. The whole-sale mailing of circular matter to these men would be waste as far as we are concerned."

A 24-page booklet describing actual results the Atlas A method has accomplished is issued by the company. Photographs showing the track before and after treatment are used to illustrate every reference. In the copy running today the Atlas A method is played up. The weed killer and track preservative are not neglected, but the importance of having the chemical applied to the track by the special equipment and method of the company is emphasized.

Business is now done by the company on a contract basis which includes the use of the Atlas equipment and methods. Five men are kept busy all the time directing the work of the outfits.

CAMPAIGN OF MODEST PROPORTIONS

One of the remarkable features of this advertising success is that even now the company is spending only a few thousand dollars a year in publicity.

Certain kinds of letters have proved successful in following up prospects. What kind of a letter will interest railroads? Here is a letter asking for a trial which has proved itself a winner:

Have you a section of track near (town) upon which you can try out our Atlas A weed killer and track preservative? We want you to see with your own eyes the results and economies resulting from one treatment.

Atlas A will kill all vegetation on the track for the entire season, with the exception of where the season lasts for 12 months in the year, then it will take two applications in the first year and one application a year afterwards.

One treatment will prevent re-growth in the first season and to any considerable extent in the first part of the second season, therefore, smaller quantities of the chemical can be used each year.

Atlas A has a wood preservative

action and is beneficial to steel structure of the track, as its alkalinity re-acts upon the existing corrosion and prevents further oxidation.

Trial terms: to assist in your placing a test order, we enclose a memorandum of guarantee by which we will accept any size trial order you may wish to place with us, from one tank to one barrel.

Some interesting reason-why copy was used after the campaign had been a couple of years under way. A few of the captions will show the kind of appeal found successful with railroad executives: "Three Men Can Weed 100 Miles of Track a Day with Atlas A Weed Killer," says one headline. "Atlas A Weed Killer Does Not Kill Cattle," asserted another caption, thus meeting possible objection to the use of chemicals. "Reduce Labor in Track Maintenance," advises one advertisement, which goes on to say that it will take 500 men with hoes to equal the work of 3 men with a tank sprinkler and Atlas A weed killer.

New System of Selling Motor Trucks

The Harwood-Barley Manufacturing Company, Marion, Ind., which makes motor trucks, has adopted a novel sales system, in that it is handling sales direct, without local dealers, and is also using the installment plan. In its announcements the company says, "Indiana trucks are sold direct to the user at factory prices on a small cash payment and remainder in monthly installments."

In a newspaper ad in one city, where a factory representative was temporarily located, it was stated, "If not convenient to pay cash, we will arrange terms to suit you. For a few days only we will take orders at cash prices and give twelve months' time. Why pay cash when you can buy just as cheap on twelve months' time, and let truck make payments? Buy on time and get twelve months' dollars-and-cents guarantee."

In view of the emphasis which has been laid on the matter of service by the local dealer, and the considerable requirements of the user in this direction, the plan of the Harwood-Barley company may be regarded as a striking departure from conventional methods in the motor-truck field.

Baright Leaves Prudential

George F. Baright has resigned as advertising manager of the Prudential Insurance Company, after nineteen years' service, and will enter the general agency field, in which he will specialize on financial, banking and insurance advertising.

In October, 1907, a campaign was started by THE DELINEATOR to find homes for homeless children. The active work was stopped in January, 1911. During that period three thousand children were placed directly by THE DELINEATOR. In addition, five thousand children gained homes through opportunities which the campaign disclosed.

In 1914, three years after the active work had entirely ceased, THE DELINEATOR received 451 applications for children to be placed in homes.

Consider for a moment what THE DELINEATOR must mean in these eight thousand homes. Consider also the confidence in THE DELINEATOR this remarkable campaign reveals.

THE BUTTERICK PUBLISHING COMPANY

NEW YORK

BOSTON
Member A. B. C.

CHICAGO

1,300,000 now guaranteed
2,000,000 our aim and
expected soon.

Associated Sunday Magazines & EVERY WEEK

THE Associated Sunday Magazines will continue to be circulated in the same manner as before. With the Boston Post, Washington Star, Pittsburg Post, Buffalo Courier, Detroit News-Tribune, Minneapolis Journal, Cincinnati Commercial Tribune, Philadelphia Press and Baltimore Sun, the circulation will average well over a million copies. In June, the Baltimore Sun and possibly the Philadelphia Press may no longer use the Associated as a part of their Sunday issues.

BUT, in all sections of the country not **NOW OR HERE-AFTER** covered by the Associated Sunday Magazines,

EVERY WEEK,
*the New Independent Magazine, the first
National Illustrated 3c Weekly*

will be sold. The two combined will give a complete and thorough national distribution.

EVERY WEEK will be sold:

1. As an independent weekly whose local sale will be supervised and pushed by important newspapers in various sections of the country—used by them in connection with circulation building plans most helpful to them and insuring their heartiest co-operation.

Twenty acceptances from local newspapers already received; others are coming in every day. We shall probably have fully fifty before the first issue, and probably two hundred or more joining from time to time within the next few months.

2. By direct sales from news-stands at 3c per copy.
3. By carriers direct to the homes.

Arrangements have been already made in many important centers such as New York, Chicago,

Cleveland, Milwaukee, St. Louis, and in important towns in Iowa, Illinois, Indiana, and part of Wisconsin, for a most complete and thorough system of news dealer distribution and co-operation. Prompt and unusually large results are expected. They will be backed by an extensive advertising campaign.

4. By direct subscription, 52 numbers at \$1.00 per year.

We offer NOW—

The Associated Sunday Magazine.....@ \$3.50 per line
EVERY WEEK@ 1.50 per line
 Combination rate for both.....@ 4.00 per line
 Combination page rate \$2,500. Half and quarter pages in proportion.

One million, three hundred thousand (1,300,000) combined circulation guaranteed, or rebate pro rata. Rates subject to change any day.

The rate for a quarter page or larger space figures 26c per line per 100,000.

NEWSPAPER contracts for *EVERY WEEK* are coming in so fast that we cannot say—nor can anybody else—what will be the rate for space in both publications. We do not know how high the combined circulations will go; but one thing sure—we will not overcharge. We guarantee a definite minimum of 1,300,000. If we give less, we rebate. If we give more the advertiser gets a premium. We set our first mark at 2,000,000.

In accordance with our policy in representing the Associated Sunday Magazines, always stating how much circulation we have and exactly where it is, we will issue bulletins from week to week telling how much *EVERY WEEK* has gained in circulation and where it is.

EVERY WEEK will be advertised heavily, but these important details will be told in another announcement. Meanwhile, remember the present maximum rate is 26c a line per 100,000 on quarter pages or more (based on a guaranteed minimum combined circulation of 1,300,000).

WALTER P. WHEELER, Advertising Manager,
 1 Madison Avenue, New York City.

GUY C. PIERCE, Western Advertising Manager,
 309 Herald Building, Chicago, Ill.

IRVING J. FRENCH, Eastern Representative,
 24 Milk Street, Boston, Mass.

check on the grocer. It will not do to permit a dishonest clerk to buy up a bunch of newspapers, clip out the coupons and redeem them. In order to guard against such practices the dealer is sometimes obliged to return with each coupon for redemption a portion of the label on the

was
Some
deem
the c
good
in. Ma
deem
of th
dealer
togeth
of tv
would
coupo
unless
in stock

On the
said th
mode of
facturer
allied pr
one of t
Later he
practically
many cons
render suc
Manufactur
tion or any
ket conditions
a given moment
merchandising th

Situation as to

NATIONAL CANNER
WASHINGTON, D. C.
Editor of PRINTERS'
Replying to your
17, I beg to state t
campaign has yet bee
the National Canners'

It is true that the sub
careful consideration, and it
hands of an able committee, which wil
make a decision after all of the differ
angles have been passed upon.

In my judgment, it would be unwise
to have any public announcement of
this campaign made until something
definite has been decided upon. The
National Canners' Association has sev
eral times in the past been embarrassed
by erroneous statements that it had a
large sum of money it was going to
spend in advertising.

The influence of your paper in put
ting the correct facts before the differ
ent publications will be appreciated.

FRANK E. GORRELL,
Secretary

Trade Press Starts Educational Campaign

Educational matters were the subject of discussion at a dinner of the New York Trade Press Association, held February 19, at the Hardware Club.

William H. Ingersoll, a member of the National Commission of the A. A. on "The Educational

g." and that with the im
trade and technical
was no good move
ot be made to come

He drew an in
he effects of adver
nd improving the

As illustrations
day appreciation
ure design, the
remendously in
such household
htubs, the con
meter to meas
man's pocket,
e music of the
t of every one
ell-known Mr

e on the work
ne department
k University.
of the edu
association,
es which is
ease in im
l technical

in techni
by H. E.
ing Com
yle adopt
was often
it served
its as good
type pre

s Adless
us, after
aded by
is well

York
be held
spection
the Hill
feature.

Ideas

If you feel the need of more
advertising but do not feel
justified in making a larger
appropriation have you
thought that you might be
able to accomplish the same
result with better adver
tising?

What many a business
needs is not more money
but more ideas.

George Batten Company
Advertising

381 4th Ave., at 27th St.
NEW YORK

Tremont Bldg.
Boston

208 S. LaSalle St.
Chicago

GIVES HUSBAND UP AS DEAD

Justin Waits Ten Years,
Seeks Insurance

and Coffee Com
Canada, recently con
newspaper campaign
The "Theater" baking powder
Though a local women's association
the company offered five cents for every
label taken off a twenty-cent tin of its
powder, the proceeds to go to the Bel
gian relief fund.

"Modern Farming" Appoints
New Advertising Manager

Edgar T. Bell has been made adver
tising manager of *Modern Farming*,
published in New Orleans.

Reducing the Burden of Unjustified Suspicion

A Portion of the First Annual Report of the Vigilance Bureau, the Minneapolis Advertising Forum

[EDITORIAL NOTE—The real purpose of vigilance work is brought out very clearly in the following report, viz., to lessen the suspicion against all advertising by eliminating that element which tends to cast a doubt on the integrity of a whole industry. It was the vigorous work of the Minneapolis Advertising Forum along these lines that won for it the Baltimore Truth Trophy.]

AFTER more than two years of volunteer work this permanent bureau was established in February, 1914. (The Vigilance Bureau of the Minneapolis Advertising Forum.)

Its object is to *reduce the burden of unjustified suspicion* which, through association with careless or dishonest advertisers, seems to rest on all advertisers.

Subscribers to the bureau are expected to request investigations of all advertisements which they suspect contain statements that are "untrue, deceptive, or misleading," and it is the duty of the secretary to ascertain the facts in the case and, if the suspicion is found to be justified, to obtain the positive assurance of the advertiser that the offense will not occur again or to report the evidence to the proper authorities.

How great is the burden of unjustified suspicion carried by each advertiser is hard to estimate. But some idea of this encumbrance which advertising has been carrying may be gained by a study of the facts revealed in the records of investigations made by this bureau at the request of subscribers during the past year.

Since subscribers do not request investigations unless their knowledge of merchandise leads them to suspect that statements are untrue, the cases in which careful investigations show the advertisements to be truthful may be considered indicative of unjustified suspicion. The proportion of the total cases investigated but found truthful should, therefore, represent the burden of suspicion.

The efficiency of this bureau can be judged most clearly by these percentages of unjustified suspicion.

First quarter, March 1 to June 1, 1914, 65 per cent; second quarter, June 1 to Sept. 1, 1914, 50 per cent; third quarter, Sept. 1 to Dec. 1, 1914, 19 per cent; fourth quarter, Dec. 1, 1914, to Mar. 1, 1915, 17 per cent.

If the above figures indicate the unjustified suspicion in the minds of subscribers themselves, who are familiar with merchandise and prices, it is interesting to speculate on what this burden must be in the minds of the purchasing public, who cannot be expected to discriminate clearly, but may simply suspect advertisements and turn away from them.

NUMBER OF CASES INVESTIGATED

During the year the bureau investigated 192 cases distributed amongst various classes of business as follows:

Auctions	2
Clothing Stores (men's)	20
Clothing Stores (women's)	3
Dairies	1
Decorators	2
Department Stores	23
Florists	2
Furniture Stores	14
Furriers	6
Fortune Tellers	3
Grocers	3
Hardware Stores	1
Horse Dealers	1
Help Wanted Ads.	2
Jewelers	13
Medicine Companies	34
Magazine Agencies	1
Music Dealers	5
Meat Markets	3
Mail Order Houses	5
Opticians	2
Piano Dealers	10
Publishers	3
Public Service Companies	3
Rug Dealers	2
Schools	8
Shoe Stores	13
Sporting Goods Stores	1
Tailors	5
Theaters	1
Wholesalers	1

It will be seen from the above that hardly any class of retail

business has escaped suspicion.

Of these 192 cases, 64 investigations show the advertiser to be correct in the statement suspected, making the average annual burden of suspicion 33 1/3 per cent.

Of the remaining 128 cases, in 68, or over half of them, the bureau secured immediate co-operation in the correction of the faulty statements—an interesting demonstration of the inadvisability of rushing into the courts before every other means is exhausted.

In 22 other cases favorable progress was made. In 11 cases no definite results were obtainable, although it is felt that the moral effect of the investigations served to make the advertisers more careful and probably prevented further misstatements. In three cases untruthful and deceptive advertising was prevented before the copy was published.

PROSECUTIONS

Five prosecutions have been necessary, and the following results have been obtained:

1. A horse-dealer was convicted and fined \$50.

2. A warrant was issued for the arrest of a special sales agent and he fled the city before the warrant could be served. The sale was discontinued.

3. A salesman of bottled ink was arrested on the charge of fraudulent advertising, but escaped conviction through a legal technicality.

4. The proprietor of a men's clothing store pleaded guilty to the charge of untruthful advertising and was fined.

5. Another men's clothing company has been arrested and the case has been set for 2 p. m., April 2nd, before Judge E. A. Montgomery. This corporation is said to be planning to attack the constitutionality of the law. The bureau has placed the case in the hands of Brooks & Jamieson, attorneys, of Minneapolis, and is being supported financially by the National Vigilance Committee of the Associated Advertising Clubs of the World. The National Committee has retained as advisory counsel Harry D. Nims, of New

York City, author of "Unfair Competition" and of the Minnesota law to prevent fraudulent advertising.

CO-OPERATION WITH THE RETAILERS' ASSOCIATION

The bureau has assisted the Minneapolis Retailers' Association to get evidence of violations of the Transient Merchant Act and other matters which might be considered as unfair competition. Two itinerants, arrested on information which the bureau helped to secure, "jumped bail" and fled the city before being tried.

Evidence obtained by the bureau led to the arrest of 15 merchants in the Bridge Square and Washington Avenue district on the charge of soliciting business on the sidewalk, commonly called "roping in." The constitutionality of the city ordinance prohibiting this practice was attacked. The ordinance was sustained by the Municipal Court and the defendants have carried their case to the Supreme Court.

Stockdale Lecturing in the East

Frank Stockdale, of Chicago, spoke on March 29 to 125 business men of Elizabeth, N. J., under the auspices of the Elizabeth Advertising Club. He is the official lecturer of the Educational Committee of the Associated Advertising Clubs of the World and delivered his first lecture, entitled "Advertising and the Speed of Turnover."

The address is illustrated with forty lantern slides carrying interesting charts and statistics and showing that the problem of keeping up with the costs is being solved by modern merchandisers through increasing the number of turnovers. The importance of advertising as a factor in accomplishing this is brought out plainly by the lecturer.

This lecture was delivered for the first time March 22 before 300 business men in Dayton, O.

Trade-Marked Tin in the Newspapers

Lyon, Conklin & Co., Inc., of Baltimore and Washington, are conducting a newspaper campaign on "Lyonore Metal" featuring the value of the trademark in buying tin for roofs. The copy is educational and is designed to prove there is good tin and good roofers to put it on. The reader of the ad is requested to ask his roofer or tinner what he knows about "Lyonore Metal."

THE AYER & SON ADVERTISEMENT

(Continued)

six thousand business calls per year; we have kept on file, closely scrutinized, checked and registered, whether we had an advertisement in them or not, an average of fifteen thousand publications from all sections of this country.

We have developed to an unusual extent excellent information and statistics concerning many trades and many localities. We have impregnated our own organization with a greatly broadened view of our nationality as expressed in business methods and business necessities. We have become a National Advertising Agency.

There are a great many advertising agencies which designate themselves as "general" or "national" which apparently take unto themselves this qualification solely because they place advertisements in publications of general or national circulation. From our point of view, the intelligent use of national publications is difficult until the agency has had a very broad experience in the use of many forms of local advertising media, such as newspapers, bill-posting, etc., in every part and section of this big country of ours.

That an advertiser and his agent may plan to derive the full advantage of an advertising expenditure, there must, in the first place, be a broad basic knowledge of the situation. Actual conditions in each state should be known. This information should be matched up with the status of the advertiser's business in each state. This, in turn, should be considered in connection with an analysis of the circulation of national publications in each state. Only by this process may advertising be made to do its full part in a sales campaign.

Some of the most remarkable national advertising successes have started as local campaigns with a national effort in view as a work of the future.

Too many thinly spread out, poorly supported, so-called national advertising campaigns are started, and the annual death rate is something terrific. Facts and figures are easily available to every one, and need no comment from us.

This scheme of spending a few thousand dollars in a national publication and then proceeding to bluff the trade in the line of merchandise thus advertised, is pretty well played out. Helpful, intelligent co-operation with the trade is desirable. Retailers should be responsive to the effort of honest advertisers to place goods on their shelves, but in too many cases consumer advertising is used only as a club on the retailer, and the appropriation is not of sufficient size, nor the advertising effort sufficiently continuous to really accomplish much with the ultimate consumer.

Our developing sense of nationality, and the distressing condition of affairs in many foreign countries, has given rise to an interesting movement whereby it is proposed that goods of American manufacture be uniformly marked "made in U. S. A." This is a laudable and patriotic movement, and in no sense of the word would we write ourselves down as unfriendly to its success. We must confess, however, to the belief that under anything like normal conditions the American manufacturer in most lines can compete with the world. Locality of manufacture has never appealed to us as a prime selling argument for a line of merchandise. Because a certain article is "made in Peoria" or "made in Illinois," or "made in the United States," is not and never can be the commanding reason why any one should buy it.

We need competition with some of the excellent wares made in some foreign countries, to stimulate us to the highest endeavor. For purposes of home consumption the "made in America" label

(Continued on page 46)

THE AYER & SON ADVERTISEMENT

(Continued)

may be somewhat effective, but the forward-looking business men of this country who long to conquer foreign markets need not expect to find the people of other lands overly anxious to buy goods labeled with the mark of their United States genesis, if we as a people intend to exercise our prejudice against merchandise stamped "made in Germany" or "made in Great Britain" or "made in France."

There has been a great deal of honest breath and a good many dollars wasted on the subject of city and community advertising. None of our cities or states can be criticised if they enter upon advertising campaigns in an effort to attract visitors, permanent residents or industries to them. Advertisingly, however, we think the notion is unsound. None of the units of our country is sufficient unto itself, and it is a blessed thing for the development of a national consciousness and national trade that such is the case.

We should buy our favorite breakfast food because we like it, because it is wholesome and because the price is right, not because it is made in Battle Creek. The fact that our shoes are made in Brockton, our collars in Troy, or our clothes in Rochester, really has little to do with the desirability of the goods.

If we wish to advertise pickles or tobacco or crackers, we should be certain that all the conditions surrounding our product are right before we attempt publicity. The package should be right, the goods should compare favorably with competing brands, the price should be right, trade channels should be opened and developed—all the various elements contributory to success should be present before we expect advertising to do its part.

Now, if a city starts to advertise there are probably a great many things about it open to criticism. Possibly its tax rate is high, its water system inefficient, portions

of its street paving bad, its school board behind the times, its health rate low, its death rate high. Such a municipality has no more business to advertise than has a manufacturer of stale crackers put up in an unattractive package with an out-of-date manufacturing plant and a weak selling force.

No! what we want is the national point of view. We want big men, proud of the fact that they are American citizens, honestly trying to manufacture some article as well as they know how, and genuinely interested in widening their market. In saying this we, of course, realize that there are many businesses wherein freight rates, local usage or other reasons prevent the manufacturer from seeking a national outlet.

When it comes to advertising, business men would in our opinion do well to tie up with an organization which has established and developed the national point of view. It may sound very peculiar, but actual analysis shows that geography is a determining factor in the placing of many advertising accounts. The advertiser feels that he would like to have an agency close at hand. We have always thought this a false basis upon which to choose an advertising agency. In our own business we have not hesitated to tell a Philadelphia manufacturer that we could not serve him any better than if he were located in New Orleans, and we did not want his business on the basis that we are a Philadelphia institution. We are *not* a Philadelphia institution; we are a national organization, with men who have had their business experience in various parts of this country, and with a staff competent to keep in touch with business, social and industrial conditions in all sections of this country.

Indeed we have comparatively a small amount of business in Philadelphia, while we do more

(Continued on page 47)

THE AYER & SON ADVERTISEMENT
(Concluded)

business in New England than the total business of any New England Advertising Agency, more business in New York City than any New York Agency, more business in the South of the character that we care to handle than all other agencies put together, and our business in the West is not exceeded by more than two or three Western Advertising houses.

The manufacturer with a national business, or a business which he hopes some day to nationalize, makes a mistake in choosing an agency because it is handy. If a Cleveland manufacturer selects a Cleveland agency because of convenience the agency is apt to have some of the limitations which the manufacturer himself has, when it comes to considering the markets of North Carolina.

The foregoing has seemed to us worth saying in introducing a series of advertisements which we intend to run in PRINTERS' INK within the year under the general title of "The Story of the States." We expect each week to take a separate state and have something to say about its industrial position and its advertising possibilities. Some of these sketches will be historical, some will deal with the business romances which have occurred within the state, others will tell of great advertising successes with which we admit we have had nothing to do; others again will point out advertising opportunities for us or some one else.

We hope to make these advertisements of continuous interest; we believe they will be as helpful to general advertising as they can possibly be to us—and we are not so unselfish that we do not expect to get a great deal of good out of them.

N. W. AYER & SON
PHILADELPHIA
BOSTON NEW YORK CHICAGO



"Unlike any other paper"

Manufacturers buy raw materials by the tests - and - results method.

The same method is available for the same manufacturers when they buy advertising space.

Its universal adoption would increasingly overcrowd The Farm Journal.

June closes May 5th.

A Rich Market Awaiting in New Zealand

ILOTT'S ADVERTISING AGENCY
WELLINGTON, N. Z., Feb. 28, 1915.
Editor, PRINTERS' INK:

We thought you would be interested in the data which we enclose relative to the imports into New Zealand from Germany for twelve months ending December 31, 1913—the latest figures available.

We have given these figures in the English money, and it is scarcely necessary to tell your readers that in order to roughly show the value in dollars it is necessary to multiply by five.

The point, however is that this trade has ceased once and for allways. There is an intensely earnest resolve on the part of every New Zealander not to buy any article which has been made in Germany or Austria, with the result that there is a magnificent trade available for other manufacturers.

Already many of the keenest and largest American houses are turning their attention to the fine market awaiting them here and American goods are sold on every side. Walking down to the office the other morning the signer was impressed by the fact that one of the leading men's outfitters had a window full of American knit underwear. President Suspenders and Paris Garters were featured prominently in another window.

One has only to pick up any newspaper to see many American articles largely advertised—particularly household products. The wonder is, however, that a larger number of manufacturers of the United States do not take advantage of this splendid territory—a territory which probably less than any other has been affected by the war, for the simple reason that it has comparatively no manufacturing industries—its main wealth comes from the export of wool, dairy products, meat, gold, and agricultural products. These are in great demand and at higher prices than ever before, with the result that people are not only prepared to buy, but have the money to do so.

J. ILOTT'S ADVERTISING AGENCY.

MANUFACTURED ARTICLES IMPORTED FROM GERMANY INTO NEW ZEALAND FOR 12 MONTHS ENDING DEC. 31, 1913.

Arms, ammunition and explosives	£ 7,009
Bicycles and tricycles.....	12,055
Brushes, brushware and brooms	2,698
Motor Vehicles—	
Chassis for	3,098
Materials for	67,362
China, porcelain and parian-ware	12,055
Clocks	5,628
Cotton piece-goods	6,162
Cream of tartar.....	20,136
Dyes	5,645
Earthenware	7,146
Fancy goods and toys.....	52,404
Furs	2,614
Glass—	
Bottles, empty	30,079
Window	2,612
Glassware	19,108
Hardware, hollow-ware and ironmongery	28,923

Instruments—	
Musical	57,068
Other	2,597
Iron and Steel—	
Hoop	2,139
Wire, fencing, plain.....	5,822
Lamps, lanterns and lampwick	11,485
Leather	7,356
Machinery and Machines—	
Dairying	5,188
Electric	23,685
Engine-boilers	2,285
Sewing-machines	5,234
Other	9,002
Manures	45,869
Metal, manufactured articles of	9,038
Paper—	
Butter-paper	3,347
Hangings	2,045
Wrappings	2,663
Writing	2,207
Perfumery	2,869
Plate and platedware.....	4,012
Salt	5,724
Seeds—	
Grass and clover.....	31,168
Slates, roofing	4,742
Spirits—	
Geneva and gin, unsweetened	4,761

Getting the Farmer's Business

The manner in which merchants and business men of Dayton, O., have succeeded in developing their business in the agricultural districts of eight counties around the city, by means of advertising, was outlined before the Cincinnati Advertisers' Club at a recent meeting by B. B. Geyer, of the Geyer-Dayton Agency, of Dayton. He stated that the business men of the city have worked on the fact that the average farmer has a large surplus for luxuries, and that they have been able to secure the expenditure in Dayton, accordingly, of a large share of the \$50,000,000 spent annually by the farmers in that section for goods other than necessities.

Oakland Car Seeking Implement Dealers

The Oakland Motor Company, of Pontiac, Mich., has attracted considerable attention by its advertising in farm implement trade papers, in which it is seeking to make dealer connections with implement retailers. This is one of the few motor car concerns which is endeavoring to reach the farm trade by intensive cultivation of the dealers who are in the best position to handle this business.

Newspapers Used for "Colorite"

Carpenter-Morton Company, Boston, Mass., are using newspapers to advertise "Colorite," a product that is recommended suitable for satin, silk and canvas slippers and also basketry.

The Cook & Joerns Advertising Agency, Chicago, has the advertising account of the Produce Terminal Corporation in that city.

57,068
2,597

2,139
5,822
11,485
7,356

5,183
23,685
2,286
5,234
9,002
45,869
9,038

3,347
2,045
2,663
2,207
2,869
4,012
5,724

11,163
4,742

4,761

ness

s and
suc-
ss in
coun-
dver-
incin-
meet-
Day-
that
have
erage
ries,
ecure
ngly.
0,000
that
ries.

ple-

of
sider-
farm
it is
ions
one
ch is
e by
who
this

ton,
ver-
rec-
and

sing
ac-
ora-



SARAH FIELD SPLINT
New Editor of the Woman's Magazine

TODAY'S MAGAZINE takes pleasure in announcing the appointment of **MISS SARAH FIELD SPLINT** as *Editor*, to take effect April 15th, 1915

MISS KATHERINE GLOVER has resigned to devote all her energies to writing. She leaves for Europe April 13th. Miss Glover will continue to be identified with **TODAY'S MAGAZINE** in the capacity of contributor.

At the same time is announced the publication of an important pamphlet on the development of **TODAY'S** unique editorial policy, as reflected in a comparison of **TODAY'S** program for a year with the editorial programs of twelve other leading women's publications. This pamphlet is for complimentary distribution to all who write for it.

Under Miss Splint's editorship, the same policy of **PRACTICAL SERVICE** to subscribers will be continued and further developed.

TODAY'S MAGAZINE FOR WOMEN
461 Fourth Avenue, New York

PAIGE
From This
This
From 2 months down, including delivery, in case of
cancel, prompt refunding money to the owner
of a car of 200 miles per hour, in the case of
cancel, refund of \$10,000 to the owner of the car.

Miracle of the Paige

1915 Hupmobile
Car of the American Family

Hudson Is My Ideal Car
10,000 Owners Endorse It
After Test for Two Seasons in 43 Countries
over 50,000 Miles of Road

1200 METZ "22"
Combining the New Four Drive Model
Live Body, New Controls, Vision, Wheel and
Car for the Country Driving or City Use
95 Equipped Complete

Maxwell
The Car that Laughs at Hills
"Every Road is a Maxwell Road"

FRANKLIN
You'll love it all the Year
20-40 mph. Motor Car, 100 miles in the State

REO
Surely This Must Be a Wonderful Car To
Enjoy Such a Demand at Such a Season
REO MOTOR CAR COMPANY, Lansing, Mich.
The Automobiles of a Real Motor Car

A Totally New WINTON SIX
At a New Price

54,400 new
automobile
advertis
has been
inserted
Christian H
within a l
six mths

The report
other adve
that our cl
ing the p
ability of
Herald's 3
scribers h
ply substant

H. R. ELLIOTT
Advertising Manager
Chicago New York
Member Audit Bureau of Circulation

[illegible]

The Secret of Successful Creative Ability

Business "Master Strokes" are usually the result of

THOROUGHNESS

Successful advertising is generally an outcome of intelligent work rather than sudden inspiration.

Since we started in business, *to be thorough* has been the ideal for which we have constantly striven, and by

THOROUGHNESS

we do not refer merely to routine or clerical work. Systematic thoroughness here is essential, but we regard it of even greater importance as applied to the work of our executives.

Creative work, built upon a foundation of

THOROUGHNESS

invariably results in a structure which stands.

Ruthrauff & Ryan

Advertising

450 Fourth Ave., New York

Getting Old Customers to Help You Sell

Some Underlying Principles in Framing Letters That Are Intended to Get Names of Friends, Testimonials, and Other Sales Help from Satisfied Customers

By Cameron McPherson

LAST fall a real-estate advertiser died in Washington, leaving an estate of almost a million dollars. Nine years ago this man was penniless in Chicago. He conceived the idea of selling property to investors through classified advertising on a national scale, and then in turn getting those people whom he had sold to go out among their friends and sell more property. He borrowed \$500 for his first advertising, using small one-inch space in the magazines and classified in over 1,000 newspapers. He succeeded because he appreciated an often overlooked principle of advertising, that it is the profit from repeat orders—orders which cost but little to sell—that puts figures on the right side of the ledger.

Had this advertiser figured on the profit on his initial sales, as some do, he might never have made any money. At any rate he would not have stayed in business very long, for it cost him 60% to sell a property on which there was only 50% profit. But he used to say: "I am willing to spend \$200 to make a new \$100 sale; because by the time I am done with it I will make it show a net profit of \$500." You see, he was figuring on the inexpensive repeat business; the business that comes through satisfied customers that can be induced to boost for you.

But you say there is nothing so very startling in that; every business man knows that a satisfied customer is his best advertisement. But like the merchant who won't advertise, there are still a few advertisers who have plenty of satisfied customers, but nobody else knows about it. The question is,—how to cash in on these satisfied customers and to put them to work helping you sell.

I asked a Chicago manufacturer of air moisteners—a man who made his initial sales largely through advertising in general and medical magazines—how he got his old customers to help him. Anyone would know that he could not expect to sell enough air moisteners direct from his advertising to make sufficient profit.

"That's easy," he said, "when you inquire for an air moistener, I refer you to our local agent, and keep your name on file. Along toward the end of spring, when you are about ready to turn off the steam heat, I will drop you a letter reminding you about the air moistener on your radiator, and making a few suggestions for caring for it during the summer months. At the same time I will ask you for the names of a few of your friends having steam or hot water heat, and enclose a blank for your convenience. When you send these names in, I will have a letter prepared to each of your friends on the list. This will be an individually typewritten letter on the very highest grade of crisp, crackly paper with an embossed letterhead. I will tell your friends that you are using this air moistener, and urge them to ask you about it. So that instead of only selling one air moistener I will sell possibly a dozen, may be five dozen, which makes the cost of inquiries of comparatively little importance."

MAKING THE CUSTOMER FEEL GOOD

"But," I protested, "I am a busy man; do you think that I am going to sit down and fill in a list with names of my friends just because you, whom I don't know from Adam, asks me to?"

Mr. Burleigh called in a clerk and asked for the file of lists of names. The clerk brought in a

pile of several hundred. "That is the answer," he said, "they are doing it."

There was no room for further argument, his methods brought in the lists, so I asked to see the letter he used. I thought there would be something to learn from it. This is the letter:

SAVO MANUFACTURING CO.

THE SAVO AIR MOISTENER

Dear Madam:—

You ordered some of the Savo Air Moisteners of us this season, and we trust you have kept them well filled with water at all times, as this is very necessary in order to get best results.

When the cold weather is ended and the heat is turned off, the Moisteners should be thoroughly dried out and placed back on the radiators, or else put in a perfectly dry place until they are again needed. By doing this, the Moisteners will remain in good condition and do their important work for many years.

We will gladly inform you of anything further we may find to be beneficial in this respect. We hope you are getting the full benefit of the SAVOS and we will be glad to know if you are pleased with them.

Enclosed is one of our blank Mailing Lists on which we would like very much to have you give us the names and addresses, if you will, of some of your friends, whether of your city or of some other, who use Steam or Hot Water heat, so we may send them some of our literature. Your kindness in sending us this list will be greatly appreciated.

Now, I have seen a good many letters, reply postals, circulars and other plans for getting old customers to furnish names of friends. It is one of the oldest "stunts" of mail-order selling, but as I analyze this letter it seems to me to strike a very human chord. It isn't perhaps as polished or as clever as some of our professional letter writers might wish, but it pulled, and it seems to me the reason it pulled was because it put the customer in a kindly frame of mind. It is a good deal like a salesman. If he were calling on a customer he would talk his man into the right frame of mind before asking a favor. The letter, working in the dark as it does, should do the same. This, the air-moistener manufacturer does by offering suggestions, and taking an interest in the customer's affairs—the least the customer can do is to reciprocate. Possibly if the letter reached him at the right

time, he might even go a step farther, and sit down and write a testimonial as the second to the last paragraph suggests—in fact Mr. Burleigh said this happens quite often.

IT'S RECIPROCITY THAT PAYS

Of course, when business men are being dealt with it is more difficult to get them to help you. But I know of an Eastern office appliance concern which has had remarkable success in this direction. The company is marketing an adding machine which it sells direct through specialty salesmen. If a customer can be induced to furnish a list of business managers with whom he is acquainted and who ought to have this particular adding machine, it is a big help to the salesman. Not only does it give him an opening to use the personal appeal, but it automatically provides an audience and insures the salesman getting to the right man.

For some time the company followed the usual course, of leaving it to the salesmen to work out their own salvation. But it was found that for various reasons the salesmen disliked asking customers for names, and disliked to call on the people when they did get these names. In most cases they were prospects who had never been educated to the benefits of the machine, and to do this meant keeping the name on the mailing list for three to six months, which was altogether too long to suit your salesman. anxious for quick sales.

Realizing the condition, the home office decided to take this matter of getting the names of likely prospects into their own hands. The advertising department got up a neat letter-head bearing the advertising manager's name, and wrote a brief letter, politely asking for the names of persons who the recipient thought could use a machine. Five thousand of these letters were mailed under two-cent postage, but only eleven replies were received. Something was the matter with the letter.

Now it happened that this company went to considerable pains and expense to keep its users informed of new uses and applications for its machine. To that end it published a monthly publication which went exclusively to users. This was a service proposition pure and simple, the idea being to keep the user "sold" on his adding machine with the hope that he would become a booster for it, and when in need of new equipment would place the business with them. It contained articles of general interest on accounting, and showed new applications of the machine to that kind of work. It was worth while, and it was appreciated.

TAKING CUSTOMERS INTO YOUR CONFIDENCE

As the advertising manager of the company was wondering why he only got eleven answers from five thousand letters, a letter came in from a reader of this house-paper saying in substance that it was the greatest thing the company had ever done for its customers and complimenting it on its long-sighted service policy. "I want you to know that I appreciate receiving the ——," concluded the letter, "and if there is any way of reciprocating, don't hesitate to call on me."

In a flash it came to the advertising manager that the way to go about getting these names was through the publication. So the next issue contained an article pointing out the company's policy in regard to helping its customers after the sale was made. The writer explained that the purpose of the magazine was a service feature, and concluded by giving figures showing that the magazine was costing the company over \$2,000 a month to edit, print and deliver. Nothing was said in the article about the names. This was taken care of by enclosing a special post-card with the issue. The post-card was headed in big red letters: "Do You Believe in Reciprocity?" Below was a request to send in the desired names.

Later I had occasion to see and

count the cards which were received from this request, something like twelve per cent being returned from a mailing of 15,000 papers. How many of these names were sold is something which only the books of the company could tell. It was another case of the appeal to reciprocity winning out, and the experience proves how important it is to *give* if you would *take*. This, by the way, is a pretty good rule to follow in all advertising work, whether it is a plan for getting inquiries, getting answers to your letters, or any one of the many other things.

Take, for example, securing testimonial letters from satisfied users or customers, which is another form of getting them to help you sell your products. While it is often possible to secure testimonials by simply asking the customer what he thinks of your article, this method is a good deal less satisfactory than a plan used by a Chicago sash and door manufacturer.

A WAY TO GET TESTIMONIALS THAT ARE WORTH WHILE

A few years ago this company had occasion to get out a very elaborate and instructive book, showing how doors could be made to harmonize with the furnishings of the home. The advertiser sent out several hundred to a list of architects who had written in for them upon seeing the advertisements in architectural papers; and he was agreeably surprised to find that not a few of the architects receiving the books wrote back very complimentary letters. It was very evident that the contents of the book which he had gone to such pains and trouble to make suggestive were appreciated. Seeing the opportunity the advertiser decided to send copies to several thousand house-owners who he knew had used his doors, at the same time writing a brief letter along this line:

Dear Mrs. Jones:

Although it has been several years since you built, I felt sure that you would like to see the book which I am sending you, showing how some of the

newer homes are using ——— doors. We have gone to some effort to gather the ideas of America's leading designers and decorators, and I think you will find them suggestive as well as interesting.

How are the doors serving you? You understand, of course, that these doors were sold to you with a distinct guarantee, and although that guarantee expired long ago technically, it is perpetual so far as we are concerned, and if there is anything about these doors that is not as it should be, and we are in any way to blame, we are ready and willing to make it good. We are always glad to serve you.

On the other hand, if you have reason to believe that you chose wisely when you bought ——— doors, we would be mighty glad to hear about it, and your opinion of them would be helpful in convincing others of their worth.

What was the result? Several hundred letters were received which were turned to immediate sales advantage. But the letters themselves were not used. Instead the names of the writers were grouped on sheets, according to territory. The names of all those from Chicago, for example, were put on separate sheets. In this way the testimonials were localized, and the salesman went to the architect or owner and said: "Here, Mr. Green, is a list of people who have written us highly complimentary letters about our doors. Possibly you know most of them, as they are all of this city, and you can either call them up yourself, or I would be glad to have the original letters in our files forwarded to you for inspection." It goes without saying the prospective door buyer was duly impressed, especially as he noticed that most of the names were from influential citizens. You can almost hear the architect saying: "Yes, I know them all," for it is a funny thing how anxious we all are to claim the friendship of those who have money.

But what I wanted to bring out in this incident was the method of securing the testimonials in such quantities that this plan was feasible; the strategy shown by the letter writer in getting the customer into the frame of mind conducive to helping him. It makes little difference how that is done, whether you follow the plan of the air-moistener advertiser, the

adding-machine man or the sash-and-door manufacturer, the principle is all the same: the letter or plan must *give* or it won't take.

Does Macy Share Profits?

New York, March 29, 1915.

Editor of PRINTERS' INK:

In the February 18 issue of PRINTERS' INK appeared the address of Percy S. Straus, of R. H. Macy & Co., New York, delivered before the National Retail Dry Goods Association. On this occasion Mr. Straus made a severe arraignment of premium advertising.

Mr. Straus's arguments were most ably answered on the editorial page of PRINTERS' INK of that same issue. The writer for PRINTERS' INK showed conclusively that all the arguments against premium giving have been advanced against general advertising of other forms and their fallacy has been absolutely proven. PRINTERS' INK stated the case concretely in saying "The premium coupon system is nothing more or less than a form of advertising and is to be tested by precisely the same standards which apply to advertising of all kinds." No reply has appeared from Mr. Straus or any of the "Old Guard."

From the point of view of a premium man I would like to ask Mr. Straus how he can maintain a semblance of dignified consistency when he attacks the premium system and at the same time conducts a premium scheme himself. Shortly after the 1st of December of each year every customer of the depositors' account system of R. H. Macy & Co. receives a bonus check from the company and an engraved card reading as follows: "R. H. Macy & Co. extend to you the compliments of the season, and take pleasure in enclosing check which represents two per cent of the total net purchases made through your deposit account during the year ending October thirty-first. We desire to express our appreciation of your patronage and our assurance that continued improvement in merchandise and service will merit your further confidence."

Clever scheme—true profit-sharing—well timed—very acceptable gift, good bait to catch good will, more deposits, more customers, more sales, more profits.

Every thing which Mr. Straus says against premium giving can be applied to the system of R. H. Macy & Co., which holds out this little two per cent rebate to their customers in order to increase their business. But R. H. Macy & Co. give the premium only to those who can afford to have a deposit with them in cash and, therefore, only to the wealthier people, whereas those who employ other forms of premium advertising do not discriminate in favor of the wealthy but give the benefit perhaps more to the poorer people who could never hope to benefit from the premium system of R. H. Macy & Co.

S. W. ECKMAN,
Sec'y. and Treas. National Premium
Adv. Asso., Inc.

AUDITOR'S REPORT



1. Leslie's Illustrated Weekly

2. CITY New York

3. STATE New York 4. YEAR ESTAB 1855

5. PUBLISHED Every Thursday

6. REPORT FOR 12 MOS ENDING 12/31/14

7. DATE EXAMINED March 4th, 1915.

AVERAGE NET PAID—

FIRST QUARTER, 1914	372,975
SECOND QUARTER, 1914	356,935
THIRD QUARTER, 1914	364,729
FOURTH QUARTER, 1914	378,688

8. AVERAGE CIRCULATION FOR PERIOD COVERED BY SECTION 6, ABOVE:

PAID (AVERAGE)		UNPAID (AVERAGE)	
MAIL SUBSCRIBERS	352	935	4 369
NET SALES THRU NEWSDEALERS	15	051	2 041
Bulk Sales		366	4 222
			302
			3 637
TOTAL	368	332	TOTAL 13 571

9. CIRCULATION LAST FIVE ISSUES COVERED BY THIS REPORT (3 ISSUES IF MONTHLY):

1st 410,017 2d 413,458 3d 414,280 4th 410,099 5th 411,743

The average net paid circulation for the year 1914 was 368,526, thus exceeding the guarantee of 350,000 (95% net paid or 332,500 net paid.)

Above are two portions of the report of the auditors of the Audit Bureau of Circulation.

This report presents in detail the facts of Leslie's circulation in 1914, not only as to quantity, but also as to method of securing circulation, quality secured, etc.

Copies have been sent to every Leslie's advertiser, to show him specifically what he got in 1914.

We shall be glad to send it to any prospective advertiser as an indication of what he will get in 1915.

The circulation of Leslie's for every issue of 1914 generously exceeded our guarantee of 350,000 (at least 95% net paid.) The average excess of net paid was 35,832 per issue.

Lester O. Fernald
Advertising Manager

Leslie's
Illustrated Weekly Newspaper

Boston New York Chicago



In 1913 this advertiser first tested Car Advertising with

COLORS played

THE human eye loves colors. It commands or invites attention. It arouses desire for an advertised representation of the thing itself. The continuous repetition of such advertising, without doubt, the very surest means of convincing the public of the value of an article, the uses of which may be

STREET RAILWAY ADVERTISING

CENTRAL OFFICE
First National Bank Bldg., Chicago

HOMERIDGE
Candler Bldg., New York

In 1915 he has invested over \$100,000.00 in the





Advertising with \$1600.00 — about $1\frac{1}{2}\%$ of his appropriation

RS plus REPETITION

colors cannot resist them. Colors either attract attention to form of advertising so quickly as an advertised product as pleasing pictorial giving itself its actual colors and uses.

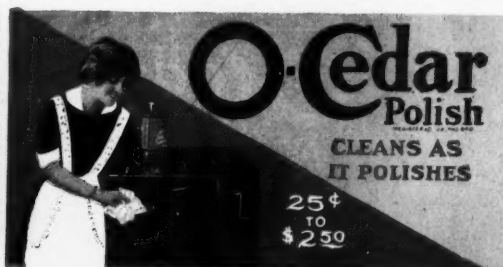
of such direct awakening appeal is, without means of aiding or enlarging the sale of any merchandise as pleasantly visualized by colors.

ILWAY ADVERTISING CO.

HOMECENTRE
Candler Bldg., New York

WESTERN OFFICE
Crocker Bldg., San Francisco

0.00 in the Cars — nearly half of his appropriation



800 Publications are Members of the

A.B.C.

800 Publishers Sell Their Space As a Commodity

They know "A. B. C. Service" places their circulation on a commodity basis, because all information is verified by a rigid and impartial audit.

They know that their reputation advances in the minds of the advertiser and space buyer when they offer A. B. C. reports as the basis of their solicitation.

They know that complete and reliable information about quantity, quality, distribution and methods of circulation is what advertisers want.

And they know that A. B. C. reports tell those facts.

They know that "A. B. C. Service" makes their advertising space more valuable to the advertiser, because with all this authoritative information before him on uniform, standardized blanks, he is able to use the space to better advantage.

That's why space today has more definable value than before the "A. B. C. Service" made space a commodity.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes nearly one thousand Advertisers, Advertising-agents and Publishers, who believe in standardized circulation information. Complete information regarding "A. B. C. Service" furnished on request. Send for free booklet, Standardized Circulation Information. Address—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS

15 E. Washington St., Chicago

and

PUBLIC LEDGER

and

The Evening Post

THE NEWS

5



Advertise to Stop Exports of Ammunition

Readers and Publishers of 320 Foreign Language Newspapers Join in "An Appeal to the American People"—Urge Action on Press and Public Officials—Extent of Campaign

THE first effort in a campaign begun by foreign language newspapers to stop the manufacture and exportation of ammunition to the warring nations in Europe and Asia was made Monday morning, April 5, in the papers of New York, Chicago, Philadelphia, Pittsburgh, and other cities throughout the country.

Full-page space was taken in the papers, and under the headline, "An Appeal to the American People" the plea of the readers and publishers of 320 foreign language papers was set forth. The cost of the advertising will be borne by voluntary subscriptions from readers of the foreign language papers throughout the country. L. N. Hammerling stated that he has guaranteed the payment of the advertising bills.

Although Italian, Roumanian, Jewish, Serbian, Greek, Hungarian, and other papers are represented, the name of no German periodical appears in the list. This despite the fact that there are more than 500 German papers in the United States, a total greater than that represented by all the papers included in the advertising. The extent of the campaign has not been decided but will be dependent upon the amount of subscriptions. A couple of hundred papers will probably be used, if all goes well. "Let us alleviate human suffering and

preserve life—not help to destroy it," pleads the advertisement. "As a result of receiving hundreds of thousands of letters, cables, and messages through various sources containing heartbroken appeals, prayers and pleas from the people of our mother countries, we, the undersigned editors and publishers, have concluded to place this appeal before the great American people on behalf of our readers," the introduction of the advertisement stated.

Then the advertisement gets down to a more concrete appeal and addresses this paragraph to the ammunition manufacturers and their employees:

"We appeal particularly to the American manufacturers and their workmen engaged in manufacturing any of these articles, to suspend at once the manufacture of powder and bullets which are being made for the cruel and inhuman purpose of mutilating and destroying humanity."

Then this statement right from the shoulder:

"The honor of the American

AN APPEAL TO THE AMERICAN PEOPLE

"Let us alleviate human suffering and preserve life—not help to destroy it."

A full page of newspaper columns of thousands of letters, cables and messages from the people of our mother countries, containing heartbroken appeals, prayers and pleas from the people of our mother countries, we, the undersigned editors and publishers, have concluded to place this appeal before the great American people on behalf of our readers. The purpose of this appeal is to urge the American people to take action to stop the manufacture and exportation of ammunition to the warring nations in Europe and Asia. The cost of this advertising will be borne by voluntary subscriptions from readers of the foreign language papers throughout the country. L. N. Hammerling stated that he has guaranteed the payment of the advertising bills.

THE honor of the American people, the integrity of the Nation, the thousands of our countrymen and the millions of our fellow workers, demand that the entire world be shown, even and forever, that America stands with the blood of humanity cannot produce these supplies.

"Let us alleviate human suffering and preserve life—not help to destroy it."

FULL PAGE NEWSPAPER COPY TO STOP MANUFACTURE OF WAR SUPPLIES

people, the integrity of the Nation, the standing of our manufacturers and the patriotism and manhood of the workmen, demand that the entire world be shown, once and forever, that money soaked with the blood of humanity cannot purchase these qualities."

The procedure by which the foreign language publishers hope to bring about peace is thus stated:

"First, we must stop the wholesale manufacture of ammunition for profit, and thus end our own participation in the war.

"Then, we can insist that Europe heed our demand for peace. Stop your work on powder, shrapnel and cannon.

"Make your will felt through resolutions of your societies, by appeal to your local press, by action in your churches, by letters to your representatives in public office."

The resolution signed by the publishers of the 320 papers interested in the campaign follows:

"We, the publishers of the undersigned newspapers, authorize an appeal to the American people, industries and workmen, not to manufacture, sell or ship powder, shrapnel, or shot of any kind or description to any of the warring nations of Europe or Japan."

In contradicting a report that German propagandists had inspired the advertisement, Mr. Hammerling said:

"I accept full responsibility for it," said he. "No German propagandist or German interest whatever is concerned in it. No German newspapers are members of the association, and we have no relations with them.

"The reason we got the personal indorsements instead of putting the advertisement forth as an official announcement from the association was because some of the twenty directors opposed it.

"The money was contributed through a campaign I started on August 14 last. Individuals, societies, churches, and other organizations gave to the fund, as well as some of those connected with newspapers, and some of the cash came from a special fund of the association."

Revenue Decision Affects Whiskey Advertising

The commissioner of internal revenue at Washington has decided that mail-order whiskey houses which ship goods on approval must pay special taxes at both place of shipment and place of acceptance.

"The attention of this office," says the commissioner, "has been directed to the advertisements of numerous whiskey houses offering to ship, on order, whiskey, and if upon trial the same is not satisfactory it may be returned and money refunded to purchaser. In the opinion of this office the terms constitute merely a conditional agreement, which does not become a binding sale until the consignee examines and accepts the goods, and then constitutes a sale at the place of such acceptance.

"In order to avoid assertion of special-tax liability as liquor dealers at the various places where such acceptances occur, all such advertisements should be modified so as to eliminate this feature."

To Speed Up "Liquid Veneer"

A recent deal of the Buffalo Specialty Company on Liquid Veneer, whereby a 25-cent dust cloth was given free with every 50-cent bottle of the product, attracted much attention in the trade, and resulted in big displays and large sales of the goods. Newspaper coupons were published which entitled the purchaser to the free dust cloth, though in some cases this was given without the formality of presenting a coupon. Some complaint was heard in certain cities of price-cutting, and of cloths being given when smaller sizes than the 50-cent were sold.

Trading Stamp Companies Licensed in Indiana

The Indiana legislature recently enacted a law requiring concerns issuing trading stamps to pay a license fee of \$1,000. The amount is not regarded as prohibitive, but the trading stamp concerns doing business there expect to test its validity. The effect of the passage of the law has already been seen in the announcement that the Louisville Retail Druggists' Association will propose a similar statute to the Kentucky legislature next winter.

Bran Manufacturers Busy

Health Bran is being promoted as a substitute for breakfast foods. Ballard & Ballard Company (Inc.), Louisville, Ky., is using the magazines in a campaign through the dealers on Ballard's Edible Bran, and Kellogg's Bran, packed by the Kellogg Food Company, of Battle Creek, is being offered sent by parcel post for 25 cents. A large package, enough for 100 servings, is offered. The sale of Pillsbury's Bran is being promoted through newspapers.

*30,000 a Day Circulation Gained
130,000 Lines of Advertising Gained*

These are the figures of
The New York Globe
for March, 1915

Yearly average daily net sale now over 183,000

Reasons Why

1. The production of a newspaper which more and more people of the middle class want.
 2. Serious and persistent effort to create confidence in the good faith and reliability of such advertising as is printed.
 3. Wonderful results to advertisers which are proved just as definitely as our circulation figures.
 4. The fairest schedule of advertising rates for all classes of advertisers.
-

Member of the Audit Bureau of Circulations

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE
Special Representatives

NEW YORK
Brunswick Bldg.

The Macy Argument for Price-Cutting

THE following open letter, signed R. H. Macy & Co., is self-explanatory:

Editor of *The Journal of Commerce and Commercial Bulletin*:

Sir—In your article published in *The Journal of Commerce* on March 24, under the heading "Macy Case Blow to Fixed Prices," you quote both Mr. Hans van Briesen, a patent attorney, and an official of Robert H. Ingersoll & Co., in criticism of the attitude of R. H. Macy & Co. on price-maintenance. In order that your readers may not labor under a misapprehension regarding our attitude on this very important question, we would ask you to print this communication.

Mr. Van Briesen says: "As to the ethics of fixed prices, I believe the store which cuts the price on a standard article does so to sell something else on which it earns a larger profit." In this statement Mr. Van Briesen does not take into consideration the difference in cost of conducting different industrial enterprises. The tariff commission found that the cost of production varied as greatly between the most efficient and the least efficient manufacturers in this country as between the most efficient manufacturer in this country and the most efficient manufacturer abroad. The same condition holds true of distributors. Accordingly, there is a great variation in the percentage cost of conducting retail stores. Such being the case, a manufacturer, in setting his retail price, must do so on a basis satisfactory to the average distributor, who necessarily requires a profit greater than the efficient distributor can afford to sell for. For that reason Mr. Van Briesen's statement that "the store which cuts prices on a standard article does so to sell something else on which it earns a larger profit" is not necessarily true, and in the case of Macy is absolutely false.

Mr. Ingersoll has frequently declared in his public utterances that he wanted his watch to be sold at the same price in every part of the United States. On this theory he wishes, by his own declaration, to nullify differences in efficiency in distribution. We do not think that such a position would be upheld by any court as "the law of justice" to which Mr. Ingersoll appeals in contradistinction to some other kind of law which he seems to think controls the courts at present.

Mr. Van Briesen states that "price cutting injures the manufacturer." "When a large store sells an article at a price lower than any other store then the manufacturer loses the support of the majority of the purchasers." If this were in any measure true, we fear that Lyon's Tooth Powder, Listerine, A. F. C. Gingham, Pillsbury Flour and a long line of other commodities would have long since been driven out of the market by the lack of support of the majority of purchasers.

In the decision of the Supreme Court of the State of Washington in the Fischer Flouring Mills Company vs. C. A. Swanson, quoted by Mr. Van Briesen, the judge entirely ignored the fact that there is a legitimate rivalry among distributors and that the legitimate location of rivalry among manufacturers is for the patronage of the distributors, just as the legitimate competition of distributors is for the patronage of the consumer.

No distributor, however long established, can afford to do without advertising to the consumer, whereas the manufacturers have only comparatively recently found it necessary to appeal directly to the consumer. When that is done by a manufacturer who is also his own distributor it cannot be criticised. But where the manufacturer appeals directly to the consumer, is able to dictate both the price which the distributor shall

pay and the price at which he shall sell, while creating a demand for merchandise which the distributor cannot ignore, he is in a position to crush the distributor absolutely if the courts would uphold the attitude assumed by Mr. Ingersoll, Mr. Van Briesen and the American Fair Trade League.

Mr. Ingersoll says: "We do not ask anyone to sell our goods." Although technically true, this is certainly far from the facts—from the point of view of a distributor whose mission is to keep that which his patrons demand. If Mr. Ingersoll sees fit to create a demand for his watch and does not supply the machinery for satisfying that demand by establishing his own distributing centers, he must not object if the well-established distributors satisfy the demand which he (Mr. Ingersoll) creates but takes no steps to satisfy.

Mr. Ingersoll states further that: "Macy's or any other store that cuts the price on our watches cannot really afford to sell this class of goods at the margin of the price they ask. Their expenses are higher than the stores that have to get \$1 for a watch." As to the first part of the argument, we unqualifiedly deny its accuracy. As to the second, we have no accurate knowledge, but from my information it is also wide of the mark.

In conclusion, allow us to add a few words in general about Macy's and the price-maintenance controversy. We seldom advertise branded articles, and when we do there is usually a particular reason for it, as in the case of the Victor merchandise at the present time. As is well known, Macy's sells merchandise for cash only, and we feel that in refusing to grant the convenience of a credit system we must offer our patrons a quid pro quo. When a merchant buys his supplies and pays within ten days he exacts a cash discount. We accord our customers the same treatment which we expect from those from whom we buy. We do not find it necessary, as even the officials of the American Fair Trade League

will admit, to advertise branded articles in order to attract patrons to our store. We do, however, sell to them when they come to our store merchandise, even if branded and restricted in resale price by its manufacturer, at a lower price than those stores which have charge accounts.

If the proponents of the price-maintenance system would confine their strictures on those who disagree with them to an accurate statement of facts, they would do less to befog the issue, which, as we see it, is a clean-cut one. The question is merely whether the legislators and the courts should regulate their actions according to the interests of a small minority, viz., the manufacturers of branded articles, or according to the interests of the vast majority, viz., the consumers. The only other interests that suffer by a free market for merchandise once paid for are those distributors who, through inability to keep up with the march of progress, are unable to meet the competition of their more efficient competitors.

Very truly yours,
R. H. MACY & Co.

Originated "United Red" for U. C. S.

Charles Mack died recently at his home in New York. Early in the history of the United Cigar Stores he was engaged to paint the red bands which everywhere are distinguishing marks of this chain of stores. He originated the paint mixture for this shade of red, and for some years held it secret.

J. A. Holland's New Connection

J. A. Holland, formerly with the Art Color Plate Engraving Company, New York, is now identified with the Holland Colortype Company, of the same city, which was organized recently and will specialize in two, three and four-color process engravings.

St. Louis Campaign Exceeds Expectations

The Advertising Club of St. Louis now numbers 652 members, a gain of 290 per cent since the campaign for new members began. The club has taken permanent quarters in the Majestic Hotel.

Since my business is **ADVERTISING**, I am taking my own medicine by advertising myself.

I do not intend to boast about myself, but I do intend to keep on telling you what I think I can do.

There are many clever men in the advertising field, and I know I am up against the keenest kind of competition, but that will not prevent me from getting my share of business, based on the degree of ability I possess.

I have done a lot of hard work in the field of advertising, and it has taught me many things that I am willing to pass along to others for a consideration.

There are many advertisers willing to say that I have helped them to a big success by taking an interest in their business, even though my business, while working for one newspaper on a salary, was to get their business for the newspaper I represented.

Now I am working for myself and everything I do to help an advertiser I can charge for, and I will.

I just feel so sure of being able to help some business men to do a greater business by adopting the style of advertising I believe in, that I will be willing to take a modest fee, plus a small percentage of the net annual increase in business.

WILLIAM C. FREEMAN
Advertising

No. 2 West 45th Street
New York

Phone, Bryant 4817.

Will Baseball Clubs Advertise More Liberally This Season?

With the opening of the new baseball season at hand, the Bureau takes occasion to again remind publishers that if they propose to take up the problem of compelling club owners to pay for their advertising, *the time to do so is now.*

At the request of a subscriber the Bureau made an exhaustive investigation of this subject last season, the results of which we summarized in Bulletin No. 48 of June 13, 1914. If this Bulletin is not in your files the Bureau can fill a limited number of requests for copies.

It seemed to be the consensus of views that nothing could be done except by united local action. In cities where there are local associations of publishers it does seem possible to curtail the vast amount of press agent matter given to baseball clubs under the guise of news. Steps in this direction should automatically work toward compelling owners of clubs (who operate them for profit, just as any other amusement manager conducts his business) to use the advertising columns. In this connection a paragraph printed in Bulletin No. 48 is worth re-quoting and should be of particular interest to the business managers of afternoon papers who have been spending thousands of dollars to gain a temporary bulge in circulation during the baseball season:

"The Director of the Bureau knows of one case where a newspaper decided that baseball circulation was of little or no value from the advertiser's standpoint and that it represented an undue expense. In view of this, it was decided to cut down on late extras devoted chiefly to final scores, and to spend the money thus available on features of general interest to the public. During the season of 1913 the newspaper more than made up in general circulation what it lost in popularity with the 'fans' and, in addition to saving something like \$50,000 on composition, white paper, and deliveries, the publisher found that the increased circulation obtained during the summer months was carried permanently into the fall and winter."

In view of the deep interest attached to this question, the Bureau would be glad to hear the views of any publisher, and would take particular pleasure in giving wide publicity to any definite movement tending toward the betterment of conditions in regard to baseball publicity.—*Bulletin of Bureau of Advertising, A. N. P. A.*

Anthony With Billingslea Publications

Charles H. Anthony has resigned from the Detroit office of the Class Journal Company to become Michigan and Ohio representative of the J. C. Billingslea "Foremost Farm Paper" publications, with offices at 307 Free Press Building, Detroit. Mr. Anthony was formerly with the Maxwell Motors.

Quality as well as Quantity

Boston's Bundle Day was noteworthy for, *first*, the really generous contributions made and, *second*, for the uniformly fine quality of the contributions.

In a brief seven days' campaign thousands of "bundles" were secured, many of the "bundles" being big trunks packed to the brim.

The only Boston newspaper that helped on Bundle Day, or in which any promotion or advertising of Bundle Day appeared, was the BOSTON AMERICAN.

The Bundle Day results may reasonably be used therefore as a criterion of the quantity and quality of the BOSTON AMERICAN's circulation.

The list below gives, in order from the highest down, the contributions of the principal districts in and around Boston in percentages of the total number of bundles received:

BACK BAY	-	-	17.3%	BROOKLINE	13. %
BRIGHTON & ALLSTON			12.2%	NEWTON	- 6.2%
DORCHESTER	-	-	5.5%	JAMAICA PLAIN	4.4%
MALDEN	-	-	4.3%	CAMBRIDGE	- 3.7%
SOMERVILLE	-	-	3. %	MELROSE	- 2.7%
ARLINGTON	-	-	1.4%	WINCHESTER	1.4%
ALL OTHERS COMBINED				24.9%	

Through the *Evening* and *Sunday* BOSTON AMERICAN advertisers can reach most profitably the greatest number of possible customers.

THE BOSTON AMERICAN
Evening and Sunday
New England's Greatest Home Newspaper

Why a Big
Food Advertiser
Added
Popular Mechanics Magazine
To His List

It goes into the homes. Thinking men and women who want to keep abreast of progress read it for its entertaining and instructive features.

It Is Not Technical

It *produces* sales and inquiries because its distinctive editorial construction puts the reader in a responsive frame of mind.

**POPULAR
MECHANICS**
MAGAZINE
WRITTEN SO YOU CAN UNDERSTAND IT

6 No. Michigan Ave., Chicago

Prime Requisites of Salesmanship

A Pungent Restatement of Familiar Points

C. E. Churchill

Of Churchill-Hall, New York

I AM going to discuss the bro-mides of salesmanship—the many familiar requirements in the making of the sale which we know so well that we too often forget to practise them.

Perhaps the most important thing which I have found out about the salesman is the personal equation. He ought to be cheerful and optimistic and enthusiastic. I have in mind now a salesman who frequently calls upon me. He has a very good canvass and he tells it pretty well, but he always looks so on the dark side of things and he always has such a grouch on and he always looks as if you were going to hit him one, and, by George, you generally feel as if you would like to do it.

Now I would not think of giving that man any business unless I had to. Of course he represents a first-class magazine and one which is entitled to patronage, but I don't think his magazine gets any more patronage—and I am not quite sure it doesn't get a little less—because this man calls upon me.

On the other hand, I have in mind another salesman for about the same kind of a magazine. He is a little dull, he is a little stolid, he hasn't a very high sense of humor, his canvass isn't nearly as good as the one I have just described, but he is always so cordial and so genial, has such a sunny way of looking at things, is always so desperately anxious to put his shoulder to our wheel and give our cart a shove, that I am sure he never calls upon me without doing good for his publication. I am sure that his charm of manner and genuine desire to be helpful is proving to be a very great asset to his magazine.

I don't lay too much stress upon all of this; in fact my first and

natural thought in selling was that I should sell purely by the logic of my canvass and the force of its presentation. But a good deal of experience on the road taught me that it was a bully good thing to have a logical canvass and to be able to present it well, but that the fellow who had the sympathy and friendship not to say affection of the men he called on was the man who got the business. And so I say let us not overlook the personal element, but give it a lot of attention.

Take the approach.

I called once upon the general sales manager of the International Silver Company—no, I didn't call upon him, I called upon someone and he overheard my talk. When I was through he motioned to me and said, "Come here, young man, I want to speak to you." Being very good-natured, naturally and professionally, I went over to see what he had to say and he started right out by saying, "What was the hardest sale you ever made?" I told him. And he said, "Tell me another hard sale that you made." I told him. "Tell me three or four more." I racked my brain and told him three or four more, when he said, "Did it ever occur to you that every one of those hard sales of yours depended upon getting a hearing? They were hard because you could not get a chance to tell your story to an interested listener."

You probably have had difficult sales after you had succeeded in getting the man's attention, but you will find as I have found that what we consider our most difficult sales are those which pertain to the approach.

The approach is so vital that books and articles and lessons and speeches have been written and made on the subject, but it is nevertheless still the most important thing to which a salesman can give his attention.

Portions of Address March 23, before the Representatives' Club, New York.

I remember a certain well-known advertiser upon whom I had called, I think, seven times. He was a good-natured fellow and used this method of disarming the people with whom he did not wish to do business: He would dive into the right-hand drawer of his desk, gather a big black cigar, shove it at you and say, "Stick that in your face and don't tell me a thing about your magazine."

I think I tried everything I knew on that man until it finally developed one day that he was going to a dinner given by the Gentlemen's Driving Association and I shot back at him, "Going to trot a little heat around the stove, are you?" Quick as a flash my man's attitude changed.

"What do you know about horses?" said he.

I told him that I had ridden a half mile in one minute behind Redwold by Lord Russell, dam by Princeps, etc., on the Independence track, and that I had campaigned Alix when she was the fastest mare in the world. Well, I tell you I was taken into that man's confidence right then and there, and later on got an order for my magazine which, if it wasn't the largest I ever took, was creditable and made me feel pretty fine.

Those of you who have traveled up through New York State in the olden days will perhaps remember the coffin trust at Oneida and how hard it was to get a hearing with the fine old fellow who used to be at the head, but who was later killed in an automobile accident.

I struck Oneida about 8 o'clock one morning and immediately went to the factory, although I knew that his office was on the other side of the track. By some sort of a story I got the attention of the superintendent of the factory, whom I cajoled into giving me a lot of information about caskets and the trade. Armed with the information which I quite laboriously acquired, I called upon the president about 10 o'clock. My approach evidently was O. K., because I hadn't been

talking but three minutes when he called in his assistant and said, "I want you to listen. Here's a man who knows the advertising business from *our* view-point." Now I didn't, as a matter of fact, know very much about coffins, but I at least had learned enough in the two hours I spent in his factory to show him that I had a real interest in his business and I had salesmanship and merchandising ability enough to weave my business around his business and that got him.

I want to tell you one more story on the subject of the approach.

A young salesman came in from his first trip and, being quite discouraged, went up to the old man and told him he thought he should quit. The old man said, "Oh, my, don't talk about quitting; your last trip was quite successful." And he turned to his card system to see that the young man hadn't done a bit bad. But the new salesman was so discouraged that the old man thought he would cheer him up a bit and he said, "Now let's go over your talk; let me be the buyer and you the salesman and you try to sell me your line." So the salesman went out and came in. Said, "Howdo" and commenced to talk to the old man and the old man did his part pretty well; and the young man succeeded in selling his line.

When he got through the old man said, "You've done noble; your canvass could hardly be improved. The man that can do as well as that ought never to be discouraged"—when the young man broke in, "But that's not the way it happens. You be the salesman and let me be the buyer." "All right," says the old man, and he immediately began on his canvass, but the young man said, "No, you go outside and come in just the same as I did."

So the old man went out and the young man shut the door, cocked his feet up on the table and buried himself in a newspaper. Pretty soon the old man knocked on the door; no response. Knocked again; no response. Finally the old man cau-

More Than A Medium- a Service



American Exporter
17 Battery Place, New York



EXPRESSIVENESS

A BOOKLET printed on scented paper would express Perfume. And a booklet on wrapping paper might express—*Express!* Paper can be made to say many things, and comprehension of its message depends upon the skill with which it is selected and the natural expressiveness of the paper.

STRATHMORE Quality

Covers and papers

appeal to the thinking planner of business literature because of their tremendous variety and the dignity and refinement of their manner of speech. And so diversified is this variety that there is an equally diversified range of prices.

Write for the Sample Books as an illustration of these several points.



STRATHMORE
PAPER CO.

MITTINEAGUE, MASS.

U. S. A.

tiously opened the door and stuck his head in, when the young man peeked over the top of his paper and thundered, "Get the heck out of here!"

A word or two about the canvass.

I have been a salesman of many lines and to many different kinds of people, but I never have and even now never do call upon an important man for the purpose of selling him something without having prepared a very carefully written canvass in advance. I don't mean that I necessarily follow that canvass verbatim. I may commence in the middle and work both ways, or I may commence at the end and work backwards, but I always know what my talk to that man is going to be and I am able to follow it logically according to the different points in the canvass. If my selling talk has five points, whenever I light upon one of those five points I develop that point to its end and then pass on to another.

It is very rare that a person can begin at the beginning of a selling talk and go through to the end. But it is always possible for you to follow the different points of your canvass and develop each one of them logically.

Now, when I say that I always prepare a canvass before I call upon a man, I don't necessarily mean that I tell a man all that there is connected with my proposition; I sometimes only tell him one point about my proposition. But generally if I tell him one point I make a virtue of it and I say, "Now I am just going to tell you one thing to-day about my proposition, there is just one thing I want you to remember and that is—" and then I go on and state it as tersely as I can.

Now while it is valuable to have a written canvass and to be able to develop it logically, it isn't always advisable to have it *openly* a canvass. One of my very good friends upstate absolutely forbade my ever talking about my proposition to him. He said if there were but one medium for him to advertise in, and that mine, he would throw up his job. But

nevertheless, for months and months he got my story in the shape of yarns about what I was doing with others (we were good friends) and what others had done with my mediums; mostly jocular and just the natural, enthusiastic out-bubbling recitation of the good luck I was having. I got his order for nine times at \$1,000 a throw—and held it—it's there yet, plus.

No salesman would close a talk on selling without speaking about the closing. But there is seldom in our experience any dotted line for a man's name. We are always compelled to sell two persons. We have to sell the man who is going to spend the money and we have to sell the agent who is going to help him spend it. For this reason we are never in that condition so often talked about by writers on salesmanship of putting the fountain pen in the customer's hand and pointing dramatically to the dotted line. Now there may be cases where this is done, but "I have been young and am now old" and never yet had a chance to gently but firmly shove a pen in anybody's hands and point dramatically to a dotted line.

Quite the contrary, I have always had to sell my proposition so hard that the man would stay sold. I have never depended upon the advantage of my presence in the matter at all, but have put the whole selling argument on such a basis that the man wanted my wares and wanted them just the same after I was gone.

There is an old Japanese saying, "When the eye is satisfied the mind is not." That is, if you fill in all the details the mind of the other fellow is dissatisfied.

In closing a sale I believe it is better to marshal up all arguments and *let the buyer draw his own conclusions.*

If you draw them—if "his eye is satisfied"—he says, "That's what you say."

If he draws the conclusions, even though you have led him right up to those conclusions, they are *his* conclusions and you can't change them. He is sold.

Selling On Installments

Part II—Financing and the Cost of Doing Business

By Edward Mott Woolley

THE causes of failure in the installment business are clean-cut and emphatic:

Wrong financial management.

Ruinously high cost of doing business.

Unskilful selection of customers.

In the preceding article the last of these three causes was treated, and in the present article the first two will be considered. It would be difficult to say which of the three is the most important.

The financing of an installment business, in the first place, is quite a different proposition from the financing of an ordinary business. Manufacturers and distributors who extend credit to installment houses too often overlook this fact, and get caught. In installment selling the usual ratios between capital and turn-over are upset, and it behooves the wholesaler to analyze the retailer's financial methods.

A DANGER TO BE RECKONED WITH

The tyro at installment selling does not understand the relation between his output and his working fund. He tries to do business on the cash and open-account method of financing, and he quickly overworks his capital. One great danger in credit selling, and especially in installment selling, is the temptation to stretch capital beyond all reason.

Here is the way the head of a large Baltimore installment house, handling a large variety of general merchandise, puts it:

"I know a merchant who had \$40,000 in capital, and was doing a business that was chiefly cash or thirty days. His annual sales were about \$200,000, on which he netted around \$10,000, and, at the same time, drew a salary of \$7,500. He wasn't satisfied, and jumped into the installment game pretty strong. Now we figure in our own establishment that to do an installment business of \$200,000

requires a capital of \$200,000, or, at least, the equivalent. If we haven't the cash of our own, we must borrow it or turn over our accounts on some basis that will let us out whole.

"This merchant had been led to believe that he could easily triple his business by reaching out after the installment market. And so he could. But it was not so easy a matter to swing the capital, and he got in bad. After sacrificing a large percentage of his slow accounts to some private individuals who were willing to gamble on collecting the money, he went back to his old way of merchandising, glad to get out with his skin.

"Now a man with \$40,000 in capital and an income of \$17,500 a year ought to be pretty well satisfied to do a safe and conservative business. It is over-trading that causes most of the disasters in business. Over-trading builds up a sort of phantom capital, built on hypothecated assets rather than real cash owned and controlled. A man with an income of \$17,500 a year can live on \$7,500 and put \$10,000 back into his business. In ten years, even without counting the additional annual increase, this man could have \$140,000 capital instead of \$40,000, and it would be actual capital. Except perhaps in unusual circumstances, this is the sort of capital that ought to be used in an installment business, and the sales ought to be kept within the capital limitations."

I take it that the single turn-over cited is a conservative view of things. In a cash house one man will do perhaps \$100,000 in business on a capital of \$10,000, while his neighbor, on the same capital, does \$30,000. It is the same in installment selling. One merchant in this field told me it took one and a half times as much capital to do installment selling as it did for a cash business, while still another said it took three times as much. So you

For all your printed matter



you will find just the stock you want, in just the quality you want, for just the effect you want, in one of the standardized styles of Warren's Coated Printing Papers. Whether you select Warren's Cameo for its rich, deep, dull-velvety surface or Warren's Lustro for its clear-cut brilliancy, you will be sure you are getting a paper that merits the highest typographical effort—a paper that will insure the utmost beauty in the rendering of engravings and text.

Write us on your business letterhead and we will gladly send you our new portfolio of specimen sheets.

Warren's Coated Printing Papers

Cameo-Dull Coated—Silkote-Dullo-Enamel
Lustro-Fine Glossy—Cumberland-Glossy
Printone-Imitation Coated

S. D. Warren & Co. 163 Devonshire Street
Boston, Mass.

*Manufacturers of STANDARDS in Coated and Uncoated
Book Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

The Baltimore Sun

A Member of the Audit Bureau of Circulations.

The Semi-annual Report to
the U. S. Government Shows

The Net Paid Circulation

of THE BALTIMORE SUN
for the six months ending
April 1, 1915, was as follows:

Daily 137,093 Sunday 84,034

Net Paid Circulation for March, 1915.

Daily 141,386 Sunday 87,218

The Sun never includes Extras in its Circulation.

Foreign Representatives:

New York, Times Bldg.

J. B. Woodward, W. S. Bird,
E. N. Bayne, H. M. Kyle.

Chicago, Tribune Bldg.

Guy S. Osborn
Detroit, Ford Bldg.
H. J. Clark.

St. Louis, Globe-Democrat Bldg., C. A. Cour.

have a range extending from one and a half to five. Strike an average and perhaps you come somewhere near what a merchant would really be up against when he branched out of a cash business into deferred payments.

I have before me some theoretical figures put out by a manufacturer, showing how a retail motorcycle dealer can double his business by resorting to installment selling; in other words, how he can sell fifty machines in a year instead of twenty-five. It is assumed that he would sell his usual number, twenty-five, for cash, while the new business, or twenty-five additional machines, would be sold on installments, half down. Here is the example, condensed:

On 25 machines at \$250 each, sold for cash, you would receive \$6,250. They would cost you \$4,687.50.

On 25 machines sold on installments you would receive from your customers, cash down, \$3,125. They would cost you \$4,687.50.

Thus the total cash you would receive would be \$9,375, and the total cost to you would be \$9,375. The two would balance.

Therefore no additional capital would be required to double your business on the installment plan.

The weakness in this example seems to be that it assumes absolutely ideal conditions. It assumes that twenty-five additional machines can be sold on a basis of half cash down; that all these twenty-five purchasers will complete their payments without a hitch; that no additional expense is to be incurred. It assumes that the installment half of the business will go right along like the cash half, which seems fallacious. It is contrary to the experience of installment sellers. Besides, most merchants need some money in the bank for daily use.

Then in another example it is shown, theoretically, how the same motorcycle dealer can increase his business two hundred per cent. by installment selling, through a relatively small increase in capital. In this example an item of \$625 is added to the profits for "extras

for carrying payments," but nothing is shown in the outgo for additional expense incurred by the installment selling.

Two things are certain to happen to this theoretical dealer. Just the moment something goes wrong he will find himself in a bad hole for capital, and, second, he is sure to incur additional selling or collecting expense by reason of his installment machines.

HOW MARKING UP WORKS OUT

But pass along and, leaving the motorcycle dealer, look at the problem of mark-up.

The ordinary cash and open-account merchandiser marks up his goods forty or fifty per cent. on the average, on the cost price. The scale of mark-ups is tolerably uniform. But with many installment sellers it seems to be pretty much chaos. That appears to be one reason why they do not make good. The slower turn-over and the increased cost of doing business are not properly reckoned in the pricing of goods. But here is what the head of an old New York installment house says:

"We add a hundred per cent. to the cost of goods, on the average, to get the selling price. I do not believe that a merchant can make a decent living, under ordinary conditions, unless he marks up at least to this figure.

"Oddly, however, some of our smaller competitors make us sweat sometimes on prices. But they aren't making any money; some of them are losing it. They keep dropping out of the arena all the time, while we go along on our way decade after decade. We earn from eight to ten per cent. net on our sales, which surely isn't an unreasonable profit. Yet to do even that we have to double the cost price. We must buy very close, and our large volume helps us to do that. We must get our price, too, but we don't seek to get more than our price. We know what we need, and go after it."

But don't take it for granted that a hundred per cent. is the maximum mark-up. Another installment dealer made this statement:

"When I came into possession of a certain business in a middle-west city, of several hundred thousand population, I found that my predecessors had been adding a hundred per cent. to the cost price. They had lost out at that, and I immediately changed the figures to a hundred and twenty per cent. By this I mean the average mark-up. Some goods were marked as high as three hundred per cent.; others at fifty per cent.

"The problem is one that involves many elements. To a considerable extent it is one of buying. If you can get the goods at a price low enough, you can do a profitable installment business—provided the competition or the market will let you mark them high enough. It isn't always the competition that determines this in installment selling. Let me illustrate:

"A woman came into my establishment one day and looked at household goods. She was going to start a boarding-house and wanted to get a lot of stuff, but she was a very close buyer, and knew values pretty well. She had been around to half a dozen stores making comparisons. We didn't sell her, because she found she could get lower prices elsewhere.

"Now we have found this class of customer the exception. Some installment customers have little idea of value—in our particular line—and will take a mark-up of one hundred and twenty per cent. as quickly as they will one of a hundred per cent. But the risk increases in proportion to the ignorance and indifference of the customers. If this were not so, the installment business would be a grand get-rich-quick scramble. As it is, you see it doesn't pay to be over-grasping on prices, even if the people are willing to assume the obligations of 'easy' payments on the high scale. To be successful, the seller must have a nice adjustment all through as to capital, prices and customers. It takes a peculiarly well-balanced merchandiser to sell successfully and permanently on installments."

A business of this sort is much more complicated than one selling

for cash, and it is easy to see how a wholesaler can drop money on his installment-house accounts if he doesn't study them from a standpoint by themselves. It pays the wholesaler to know whether these houses have the necessary capital, and whether they are under-pricing or over-pricing their goods.

In ordinary merchandising, the tabulations of expense items are fairly well established. Certain percentages are more or less constant as to rent, payroll, general expense, heat, light, depreciation, shrinkage, and so on. But there are no such available statistics to help the hopeful merchant who contemplates entering the installment field. The larger and successful houses know what they are doing, but the majority of the installment sellers go it hit or miss.

EXPENSES OF ONE HOUSE

One installment house of good standing, doing a general merchandise business, gives the following items of expense, over and above the ordinary expenses. The head of another house finds it hard to believe that such expense can be incurred, yet, as a matter of fact, these figures are sometimes exceeded. They are given here as only one instance, not as a general average. Here are the items:

Collecting	4 per cent
Office accounting.....	3 per cent
Losses	4 per cent
Investigations $\frac{1}{2}$ of one per cent	

This does not include interest on money invested, unless the account carries interest, nor does it consider the profit that might come from the use of the capital in quick turn-overs. These are factors that every man must figure for himself. One merchant will tell you that there is more money to be made in a cash business and rapid turn-overs, and another will say that he can make more money on an installment business with a larger capital, slow turn-overs and high gross profits. This seems to be largely a matter of the man himself and his push, experience, and surrounding markets. One large furniture dealer in New

Capacity

Service

A Week's delay in Mailing this half million two-hundred-page books would have meant many dollars' loss.

WM. HENRY MAULE, PRESIDENT
CHAS. F. MAULE, VICE-PRESIDENT

CAPITAL STOCK \$100,000 FULL PAID
ESTAB. 1868 1877 INCORPORATED 1913

EDWARD C. DUNGAN, TREASURER
& GENERAL MANAGER
H. E. MAULE, SECRETARY

REGISTERED CABLE ADDRESS
MAULE PHILADELPHIA

Wm. Henry Maule, Inc.
Garden Seeds.

OFFICE WAREHOUSE
AND SEED SHOP
6 W. COX ST. PHILADELPHIA

IMPORTED GROWER
AND DEALER IN

Philadelphia February 13, 1914. R

W. B. Conkey Company,
Hammond, Indiana.

Dear Sirs:

We are in receipt of the last shipment of our catalogues for 1915, and enclosed herewith find check in settlement of your account. In sending this check, we wish to say that we are very much pleased with the work you have done for us and for the prompt manner in which each year you make delivery of our catalogue. This is a very important matter, as a week or ten days' delay in mailing means many dollars loss to us. This is the fourth or fifth year you have printed our books, and our continued patronage shows we must be satisfied.

Wishing you a prosperous year, we remain,

Yours truly,

WM. HENRY MAULE, INC.

E. C. Dungan
Treasurer & General Manager.

For absolutely dependable service and reliable workmanship—let "CONKEY" make your next catalogs or booklets.

Write for estimate

W. B. CONKEY COMPANY

Printers, Electrotypers and Book Binders

General Offices and Works
HAMMOND, INDIANA

The largest Makers of Catalogs & Books in America



Ice Cream Cut-Out No. 05799-B

Your sales will be increased
by using our

**LITHOGRAPHED
POSTERS
CARDBOARD
WINDOW & COUNTER
DISPLAY
CUT-OUTS**

We carry in stock a large assortment for all lines of business. Write for samples and prices. We shall be pleased to furnish ideas and estimates for special posters, window trims, cardboard cut-out displays, fibre signs, etc.

**National Printing
& Engraving Co.**

Madison and Dearborn Streets
CHICAGO - - - ILLINOIS

York insisted that all furniture merchants would have to come to installment selling or get out of the business, while the head of a Credit Men's Association in a large Eastern city came out emphatically in favor of abolishing all retail credits.

One jewelry installment house gave its expenses last year as thirty-eight per cent. of sales, while another installment jewelry house gave its expense as twenty-six per cent. Both houses sell for cash as well as on installments. It is difficult to reconcile such discrepancy. The sales methods are about the same.

A phonograph dealer in Baltimore gives his additional cost of doing business as only five per cent. This includes his investigations, bookkeeping and collections. He deals with customers of a rather high class, and not once in fifty times does he have to send out an investigator. Telephone calls and letters suffice. He has studiously sought to keep down the cost of doing business, and he impresses on every customer the advantage of making payments at the dealer's office. This saves possible embarrassments from the calls of collectors. Sixty-five per cent. of his customers now pay this way.

Another phonograph dealer says it costs him eleven per cent. additional to do an installment business. He accepts a smaller payment down than the first dealer does, has customers of a lower grade, and has to put the collection pressure on hard.

One installment house in Philadelphia, handling forty new accounts a day, takes care of all installment routine with two men. They do the investigating, accounting and collecting. A large part of the outside work is done by telephone and through the mail. Yet another house, with about sixty new accounts a day, requires five employees.

A company handling heavy musical instruments, like self-playing orchestras, gives the following instance of expense, which is given here merely as a glimpse into the darker side:

Cartage to customer and back	\$24
Cost of replevin and sheriff's fees	30
Storage before being resold..	8
Commissions to salesmen....	50

Total, not including office routine	\$112
First and only payment made by customer	50

CAREFUL STUDY OF COSTS

Contrary to the general methods in installment selling, there are some houses that have given much study to the cost of doing business. They have found that analysis of costs means profits, other things being equal, and they have carried this analysis through the different departments of their establishments. They will quote first the cash price, and then the installment price:

This article, cash.....	79 cents
Credit price.....	88 cents

Or in some other department:

This article, cash.....	79 cents
Credit price.....	91 cents

In other words, they have determined that the credit price in the second department should be based on a higher cost than in the first department, while in a third department it may be lower. The average installment seller doesn't study his costs in this way, but lumps them and spreads them out in general distribution over all his goods. It is easy to come to grief through this latter method, and many houses do. It is a very common policy, in fact, for installment houses to insist that no additional charge is made for credit. This is clearly impossible, unless the cash price is brought up to the credit price. A hotel operated on the European plan could as well advertise, "Meals given without extra charge." You can't get away from the extra cost of an installment business, and somebody must pay that cost.

There are plenty of installment houses that do not really figure their costs at all. Nor do they price their goods on any mathematical basis. One such house in particular marks its tags in code, and then sizes up the customer. Very often prices are obtained

Street & Finney

NEW YORK



TWENTY years' experience as Salesman, Sales Manager, General Manager and Chief Executive enables him to supply to our clients a practical, intimate and broadly comprehensive help — entirely divorced from theoretic blue sky and bombast.



ERNEST A. HALLENBECK
Vice-President



that are grossly out of proportion to the cost of doing an installment business; and, on the other hand, the prices are sometimes cut to ruinous figures.

Without any reference to the ethical phase of the thing, isn't this a dangerous account for the original supply houses of which this concern buys on credit? Yet wholesalers and manufacturers who themselves could not survive under such a system of fixing prices will sell to this dealer without a protest against his unmathematical installment methods. Inquiries among a number of wholesale houses showed that almost no attention was being paid to the installment procedures of retail dealers.

"We are not interested in installments," said the manager of one such house. "We are not in the installment business and can give you no information about it."

DOING AN INSTALLMENT BUSINESS INDIRECTLY

There is a certain large department store that lost \$9,000 that I know of in one chunk.

This department store had not been doing an installment business itself, but had a policy of financing small installment houses. These latter concerns really sold the department store's goods, which were often delivered direct from the latter's stock-rooms or warehouses. This method, by the way, is not uncommon. When you go into the furniture section of a department store you usually see it almost deserted, and its vast reaches of stock and silence cause you to wonder how it ever pays out. As a matter of fact, a hundred invisible sales may be going on at that moment, staged in smaller stores in the same city and elsewhere. These affiliated stores may actually purchase the goods of the department store, or they may handle them on a commission basis.

This particular store paid only meager attention to the installment routine of such stores, and it was the unexpected failure of one of them that cost the \$9,000.

One small wholesale house was

ruined during its first year in business by selling to an inexpert mail-order house that sold small specialties.

This latter concern had gone into business on a very small capital, under the supposition that the expense of a mail-order business would be low. The goods were advertised with small space, and the inquiries were fair. To every inquirer a blank was sent, asking for references in addition to the name of landlord, employer, previous employer, lodge, and so on. In following up these inquiries and references the correspondence expense jumped amazingly. As is often the case, the cost of writing letters was underestimated, especially as the work was done in a cumbersome manner, by inexperienced and verbose correspondents. Probably the cost could have been cut in the middle by skilful and fast workers; but, as it was, the expense of it overtook the mail-order concern. No doubt there were other factors in the failure, too.

Another failure was that of a house which supplied motion picture equipment. Its cost of doing business, plus its losses, ran up to fifty per cent. of its sales; and when it went down it hit several concerns pretty hard. They had been led to believe that the motion picture business was like a gusher oil well, and they hadn't taken the trouble to ascertain what the real conditions were in the installment end of it. To many merchants today motion pictures are synonymous with abounding wealth. True, it has brought immense wealth to some people who were shrewd enough to manage it right, but many men in the business are mere speculators, without much ability or experience in business.

Then there was an installment book dealer who failed because, among other reasons, the cost of collections mounted to a prohibitive figure. He got into a lot of unfavorable communities, where the payments dragged over long periods, and the cost of following up these customers ate all the profits and a good deal more. In going down he took some big

The Leading Sunday Magazine

THE ILLUSTRATED SUNDAY MAGAZINE continues to be a part of and is circulated by the same sixteen important Sunday Newspapers which have been its distributors for many months.

No Sunday Magazine is superior to-day from a literary and reading standpoint.

No other Sunday Magazine is distributed by so many Sunday Newspapers as THE ILLUSTRATED SUNDAY MAGAZINE. The majority of these Newspapers circulating our magazine are the leading publications in their respective territories and are the dominating advertising mediums.

No Sunday Magazine has made a greater percentage of gains in circulation. No other Sunday Magazine (during 1914) gained in advertising as did THE ILLUSTRATED SUNDAY MAGAZINE — our gain being more than twice as great as that of the only other Sunday Magazine which went ahead.

With sixteen important Sunday Newspapers circulating 1,300,000 copies each week in nearly 25,000 cities and towns, THE ILLUSTRATED SUNDAY MAGAZINE deserves to be called the first and leading Sunday Magazine.

Pittsburgh Gazette Times
Minneapolis Tribune
Rochester Democrat
& Chronicle
Memphis Com. Appeal
Columbus Dispatch

Philadelphia Record
Detroit Free Press
Boston Herald
Louisville Courier-
Journal
Milwaukee Sentinel
Worcester Telegram

Omaha World-Herald
Buffalo Times
Des Moines Register
& Leader
Dayton News
Providence Tribune

Line **Beard** Inc.

NEW YORK

CHICAGO

BOSTON

DETROIT

3 0 0 SALES HELPS

Practical, up-to-the-minute and instructive selling aids for motorcycle and bicycle dealers, will feature and make a dealer's permanent reference book of the

ANNUAL SPRING NUMBER

May 6th, 1915

of the combined

Motor Cycle Illustrated and Bicycling World

(The latter journal, established thirty-eight years ago, was absorbed by MOTOR CYCLE ILLUSTRATED a month ago, and the circulation of the two papers combined.)

MOTOR CYCLE ILLUSTRATED is now the only paper in the field which covers thoroughly every phase of both the motorcycle and the bicycle industries, and whose scope is truly national.

Average paid circulation, during the six months ending April 1st, 13,970 copies weekly.

15,000 Copies

Including 4,850 copies to *paid* manufacturer, jobber and dealer subscribers, will be the circulation of our Spring Number. Forms close Saturday, May 1st.

Purchasers of motorcycles, bicycles, parts and accessories will spend approximately \$45,000,000 in the United States in 1915.

Single insertion rates—One page, \$75.00; half page, \$40.00; quarter page, \$27.00; eighth page, \$17.00.

Contract rates on request.

MOTOR CYCLE ILLUSTRATED

(New address): 13 Park Row,
New York City.

slices out of the profits of his creditors, who no doubt had taken it for granted that he knew a lot about the installment business.

Take pianos.

The high-class piano men have for years opposed the practices of certain piano houses that force indiscriminate installment campaigns on the people. These practices have brought frequent disaster.

For instance one large piano house shows that in a certain rural district, where a very large number of pianos had been sold on deferred payments, the cost of selling each piano was amazingly high. In figuring the cost of doing an installment business it must be remembered that a sale is not really a sale until the transaction is completed and the bill of sale passed. This event, in the piano business, may be several years away in the vague future. Or, worse, it may never take place at all.

In that event the cost of selling the piano takes a jump, says the head of the house just cited:

"Through one of our retail stores alone in one year, we repossessed seven hundred pianos. The cost of doing business in that store wiped out the entire profit, so we were compelled to close the store. You may not believe it, but we have pulled in as many as two thousand pianos in one year. . . . The idea occurred to us to sell pianos from a central point out in the rural districts. I found that the cost of selling a piano, although we sold as many as two thousand in a rural district in one year, was \$150. You can readily see that on a figure of this kind there is no profit."

This typifies merely the extreme of the less desirable installment business.

The problem of financing pianos has for years been a serious one. As a rule, the banks will not handle piano installment paper directly, although carefully selected piano customers are undoubtedly good risks. The goods, too, are long-lived, and therefore better security than most installment goods. In many respects, piano

paper is strong collateral, but it usually has to be handled as a thing by itself. Therefore, several financing companies have been organized. They take this paper and issue bonds against it, and it is said that several million dollars of these securities have been floated. I am told that the banks in various cities are taking the bonds, and that a market has been found with the general public.

An executive of one of the bond companies states it this way:

"Behind the bonds there is, in the first place, the piano itself; then the endorsement of the dealer or manufacturer, or both; then the credit insurance; and finally the entire assets of the bond company. These bonds carry six per cent interest, and mature serially."

It is claimed by some piano dealers and manufacturers that the maximum term should be thirty months, and that beyond this it is scarcely possible to do a profitable piano business.

FROM THE STANDPOINT OF SOCIETY

Unbridled installment selling, and its high cost of doing business, afford some pertinent subjects for reflection in these days when one hears so much about the influences that hurt business. If a family contracts to buy furniture that it cannot afford, or some jewels, or perhaps furs, and thus puts a mortgage on its purchasing power for years to come in the line of things it really does need, it would seem as if the community were injured. And when a whole community does this, and gets in very deep with the long-term installment dealers, isn't the aggregate damage very great?

Yet one finds community after community in this position, all of them laboring under a tremendous load called "Cost of doing business," and another tremendous load called "Extravagance."

Is there any relation between the installment business and the high cost of living? I am not referring, of course, to those branches of installment selling that enable people to do constructive saving and to improve their conditions in

Hunting for Big Game!!

We are pounding the bushes everywhere, trying to chase all the

Large Edition Booklet Printing

out in the open so we can get a chance at it.

If we can't bring home the bacon with our equipment, there is something wrong.

THINK OF IT!

We can print, fold, stitch and trim 25,000 32-page booklets with a two-color cover, size 6 x 9 inches, every hour in the day, with only seven employees. The work is all done at one operation by our specially built automatic perfecting book press.

This press is intended for long runs only, but we have a large equipment for all kinds of edition printing, and will be glad to give you prices on any booklet printing if you buy in quantities of 100,000 or more.

Send us your specifications and we will give you some interesting figures.

**A-to-Z Printing Co., 2nd
South Whitley, Ind.**

**Some advertisers
look for class, not
quantity.**

**We are what they are
looking for.**

And then—

**That Women's De-
partment—**

**Turn to the April issue,
page 215—**

Footlight Fashions—

**Isn't it just enough
different to be along
better lines than any
you have seen?**

We think so—

—Watch it grow!

This issue is yours for the asking

THE THEATRE MAGAZINE

Members of the A. B. C.

8-14 West 38th Street

Chicago	NEW YORK	Boston
Godso & Banghart	H. D. Cushing	
Harris Trust Building	24 Milk Street	

life. I refer to installment selling *overdone*.

Certainly it is a fact that all over the country you see boom-crashes traveling in their disastrous curves and coming home under the guise of Business Troubles, to hit not only the installment men, but the original sources of supply.

At all events, the subject is worth deeper study by the practical students of good business. Without regard to the sociological aspects of the thing, but purely from the standpoint of self-interest, it is worth while to weigh this proposition: The building of a business by over-taxing the credit of the people.

Bases Copy on a War Incident

Copy based on the fact that shoes which it made for the soldiers of the first contingent had withstood the rigorous wear at Valcartier and Salisbury Plains is in the course of preparation by the Cook Fitzgerald Shoe Company, of London, Canada.

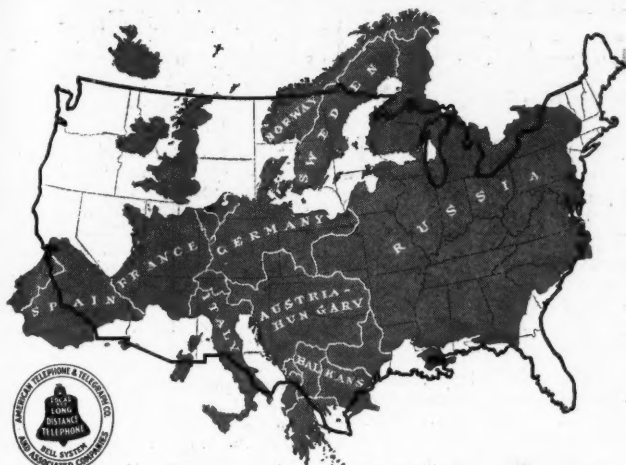
Shortly after war was declared the Canadian soldiers were served with shoes manufactured in various parts of Canada. A great many of the shoes wore only a couple of weeks and quite a scandal resulted. The Cook Fitzgerald Company was one of the firms to receive a rush order for 20,000 pairs and it is claimed that all the shoes made by them have given general satisfaction. One pair issued to Private Thomas Blackwell, of the Sixth Field Battery, at Valcartier was worn by him at Salisbury Plains and while at the front without breaking. He was invalided home a short time ago, still wearing the shoes which were worn through the soles only. The manufacturer has an affidavit made by him to the effect that he wore Cook Fitzgerald shoes during his entire service and that they not only wore well but kept his feet dry and warm. The advertising copy is being built around the affidavit.

New York Club Will Observe Ladies' Night

The Advertising Men's League of New York City will entertain the ladies on the evening of April 15 at the Hotel McAlpin. It is announced that there will be no speeches, but plenty of wholesome fun. Twelve cabaret acts have been secured, four of which are stated to be "absolutely new and unique."

J. C. Smiley With McCall Company

Jerome C. Smiley, recently with *Harper's Bazar*, is now connected with the advertising staff of the McCall Company, New York.



The Agency of a United People

A striking comparison between a homogeneous country and a heterogeneous group of countries is obtained by placing over the map of the United States the map of Europe. These represent the same area—about 3,000,000 square miles—if a few of the remote provinces of Russia are omitted.

Europe has the advantage in population, with more than four times as many people as the United States; in the number of large cities, with two and a half times as many cities of over 100,000 population.

Yet the United States, a comparatively young country, has outstripped Europe in the diffusion of civilization, because of its wonderfully greater means of communication between all parts of its area. The United States not only excels in transportation facilities, but it has nearly three times as many telephones as Europe, or about eleven times as many in relation to population.

By the completion of the Transcontinental Line we now talk from one end of this country to the other, while in Europe the longest conversation is no farther than from New York to Atlanta, and even that depends on the imperfect co-operation of unrelated systems.

Europe, with twenty-five countries and many different languages, serves as an illuminating contrast to the United States, with one language and a homogeneous people, despite the fact that our population has been derived from all parts of the world.

During the last forty years the steadily extending lines of the Bell System have contributed in no small measure to this amalgamating of different races. The latest achievement—the linking of coast to coast—has given greater force to the national motto, "E Pluribus Unum."

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy

One System

Universal Service

**3,961 Requests for
sample copies of**

PHYSICAL CULTURE

were received during the month of March. More than 1,000 of these will be turned into yearly subscriptions.

The desire for knowledge in health-preservation is growing day by day.

Every subscription to PHYSICAL CULTURE represents a conscious need for health counsel and guidance, on the part of the subscriber.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

**We are members of the
Audit Bureau of Circulations**

The Kramer Computing Rule For Figuring Engraving Costs

This rule performs in one operation the processes of computing the area and cost of line cuts, halftones, combination plates, etc. Simply place the rule (made in the form of a collapsible right angle) upon the proof or block, multiply the figure opposite the measurement of depth by the number of inches in width. The result is the cost of the plate.

The Kramer Computing Rule is made with any combination of four rates. In ordering specify the rates desired.

**Price of Rule, Complete,
\$6.50**

Advertisers, Publishers and Engravers will be interested in our pamphlet which fully describes the advantages and operation of the Kramer Rule.

Write for literature.

EDWARD I. KRAMER & CO.
456 Fourth Ave., Room 1105, New York, N.Y.

Medicinal Prop- erties Claimed for Talcum Powder

ADVERTISING claims of no mean value would be made available to various manufacturers if the Secretary or Acting Secretary of the United States Treasury should decide that talcum powder is possessed of medicinal properties, and is not merely a cosmetic. A controversy on this point is just now occupying considerable attention in official Washington as the result of a protest by leading manufacturers of talcum powder against the interpretation of the emergency revenue law which renders talcum liable to the stamp tax which is imposed by this "war revenue" measure upon cosmetics, perfumeries, etc.

Colgate & Co., Armour, William Waltke & Co., of St. Louis, and other leading manufacturers,—not including Mennen, however,—have been represented at Washington as having inspired the vigorous attack upon Schedule B of the new tax law. This attack has been prosecuted before the Treasury Department by Otis B. Drake, acting for the several manufacturers. The incident takes on added significance from the fact that this is the first attempt on the part of manufacturers to go "over the head" of the United States Commissioner of Internal Revenue in the interpretation of the applications of the new tax. The appeal was first made to the Internal Revenue Commissioner, who declined to allow the claim. Appeal was taken to the Assistant Secretary of the Treasury, and an adverse decision in this quarter caused the case to be carried direct to the office of the Secretary of the Treasury where in the absence of Secretary McAdoo, owing to illness, the appeal has been considered by Acting Secretary Newton.

It is the claim of the talcum powder manufacturers that inasmuch as talcum powder is not mentioned in that section of the

new law taxing perfumery, cosmetics, etc., the Internal Revenue Bureau is, in effect, reading into the law something that does not belong there. Furthermore, it is contended that the failure to mention talcum powder in this connection indicates a recognition on the part of the legislators that talcum powder is properly a medicinal preparation and not merely a beautifier and indicates an intent on the part of Congress to exempt this commodity from taxation along with other medicinal preparations.

From the standpoint of advertisers in general perhaps the most interesting feature of the present attempt to escape taxation is found in the submission of evidence to prove that, in the trade, talcum powder is not regarded as a cosmetic and is never sold as such. The claim that talcum powder is possessed of medicinal qualities is based in the main upon the declaration that the standard brands of talcum powder now on sale in the United States contain in every instance from 4 to 10 per cent of boracic acid. Indeed, it is asserted that the average purchaser of talcum powder obtains in this form as much boracic acid as would be derived in the ordinary boracic acid solution purchased in a drug store solely for medicinal use. Incidentally it may be noted that the function of allaying perspiration is cited by the spokesman for the talcum powder manufacturers as indicative of medicinal property.

Chicago Club Advertisers in Papers

The Advertising Association of Chicago is advertising in daily papers of that city, in order to stimulate the interest of business men in the convention of the A. A. C. of W., to be held in Chicago in June. The newspapers contribute the space for the association's use.

Leaves "Engineering and Contracting"

A. L. Marsh, who for the past eight years has been eastern representative of *Engineering and Contracting*, is leaving that paper to become business manager of the Monthly Bulletin of the American Institute of Mining Engineers.

The Pittsburgh

Gazette Times

Morning & Sunday

Chronicle Telegraph

Evening except Sunday

ARE { First in CLEANLINESS
First in COMPOSITION
First in CIRCULATION

AND THEY ARE

"The Papers That Go Home"

FLAT COMBINATION RATE 22½
CENTS PER AGATE LINE

For further information or co-operation write

URBAN E. DICE,
Foreign Advertising Manager
Pittsburgh, Pennsylvania

J. C. WILBERDING
225 Fifth Avenue.....New York City

THE JOHN M. BRANHAM COMPANY
919 Mallers Bldg.....Chicago
Chemical Bldg.....St. Louis

Ideas

in typewritten
form without
any obligation
on your part,
or in sketch
form at a nominal charge.



Advertising Illustrations

CHARLES DANIEL
FREY COMPANY
Monroe Building Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 8, 1915

Tampering with Manufacturers' Packages

Complaints have reached PRINTERS' INK of the action of certain retailers in tampering with manufacturers' packages, sometimes even to the extent of reducing the value of the contents. On the theory that the goods in stock belong absolutely to them, the stores take this means of protesting against some of the manufacturers' advertising methods. Whatever the theory, it ought to be clear to any unprejudiced observer that it is a fraud on the consumer who gets less than she has a right to expect.

The stores have an undoubted right to object to any advertising method which does not please them. They have, further, an undisputed privilege of refusing to handle the goods of any manufacturer who offends their sense of propriety. But that they are entitled, without explanation, to deliver to the consumer less than she expects to receive is hardly to be upheld on any theory of fair trading.

Manufacturers are not likely to sit quietly by and permit such

attacks upon their good will. If the store can persuade the manufacturer to let it have his goods without the features objected to, well and good. Otherwise we would advise the sale of complete packages or none.

The Broadening Influence of the Ad Club

We have long been of the opinion that the chief value of the ad club movement lay not so much in the interchange of the technicalities of advertising, among those actually engaged in advertising work, as in the education of business men generally to the importance of advertising as a business force. Now comes Lewellyn E. Pratt, chairman of the Educational Committee of the Associated Advertising Clubs, fresh from a swing around the circle, which has taken him since January first, to most of the important clubs located east of the Mississippi River. Mr. Pratt says:

"I have changed my mind entirely about the character of membership which an advertising club should have. In the early days I thought that an advertising club should be made up from men who make their living exclusively from buying or selling advertising.

"After the experience drawn from much correspondence and from visits I have made to the clubs, I have been struck with the wider usefulness of the average advertising club in its community. In some towns the advertising club embraces in its membership a live man from practically every line of business represented in the town, and certainly if there is anything that will increase the value of national advertising, it is the hearty and intelligent co-operation of these local dealers."

Such a development is, of course, of value to every national advertiser, whether his concern is personally represented in the club movement or not. The more widely the principles which govern advertising success can be disseminated among business men,

even though they may not themselves happen to be buyers of advertising, the better it will be for those who are. If a manufacturer can find no other reason for supporting the ad club movement this one should be sufficient.

Cultivating the Credit Manager

"If some of the credit men of this country," writes H. Uehlinger, of the Moller & Schumann Company (Hilo Varnishes), Brooklyn, N. Y., "knew the great effort that is being expended by advertising men in order to create and hold customers, there would be fewer credit 'turn downs' through lack of investigation." Readers of PRINTERS' INK may remember an interview with Mr. Uehlinger on the subject of "Making Better Customers by Making Better Dealers," which appeared in our issue of May 21, 1914, and described at some length the efforts of the company to build up its good will through the credit department.

Mr. Uehlinger is impatient with his brother credit men who do not appreciate the value of good will, and treat with scant consideration some of the prospects which the advertising and sales departments have been at great pains to secure. As he has repeatedly demonstrated in his own work, a little investigation on the part of the credit man may enable him to make suggestions which will turn a doubtful prospect into a good customer, and at the same time earn the latter's gratitude towards the house. Where a cold "turn down" will send the customer elsewhere with a chip on his shoulder, a few sympathetic suggestions will often serve to start a loyalty which is of increasing value as time goes on.

Advertising men might do well to cultivate the acquaintance of the credit manager a little more closely. It is not altogether his fault that he has an imperfect conception of the real value of the advertising campaign. We have known credit men who regarded the concern's advertising as a per-

nicious activity which it was their manifest duty to check and obstruct. Such a conception can be removed by a little intelligent effort on the part of the advertising manager, and it would be an effort well worth the making.

Making Dry Bones Live

It was deemed worthy of comment by one of the speakers at a recent meeting of the New York Advertising Men's League that his two fellow speakers as well as himself used Big Ben advertisements to illustrate commendable copy features, each of a separate and distinct nature. To one the humorous conception of the whole campaign was considered of high order; to another the subtle word-pictures which the copy portrayed ("sense copy," he called it) was the impressive feature; while the third laid tribute to the "atmosphere" pervading the advertising through the simple, forceful layout.

The campaign in retrospect appeals to advertising men—they would have welcomed the opportunity, they say, to accomplish all that Le Roy achieved in the Big Ben advertising. As for their own case, the chance to do a big thing is narrowed down because of the nature of the product to be advertised. But if they could but have free swing with something that would inspire their inventive genius, electrify their skill of description, enthuse the latent ability that is within them!

Thus they soothe their conscience for their own humdrum productions and choose to forget that Big Ben is—what? An alarm clock! What subject for advertising is more prosaic, less susceptible of a new and lively appeal?

They read of the interesting campaign built around Airline Honey, and imagination again runs riot. But the bees of Hymettus were hiving their stores thousands of years ago, and nobody had ever given the advertising of honey a passing thought until our own time.

The truth is—we all know it,

however much the knowledge hurts—the life-giving appeal in copy is in ourselves, not in the object to be advertised. Too many of us clothe the dry bones, but fail to impart the breath of life. This accounts for the mountain peaks of advertising successes rising above the rather level horizon.

Advertising to Test Demand

The manufacturers of a cleansing and polishing compound had always put it up in cakes. After some years of success they decided to add a powdered form of the product, to meet a supposed demand for it. They would have liked to know, before committing themselves to an advertising campaign, just how much demand. Incidental but quite as important was the question of where the demand would come from, whether from a latent interest in cleansers and polishes in general, or from competitive products, or from *their own cake*.

It made a difference, certainly, which of these was the real source, and touched the heart of the business's good will. Suppose they went out and advertised the powder heavily, only to find that the powder market was a harder and no more desirable one than that they already had. Perhaps it would cost more to get new business there than the same expenditure would get for the cake. It would be a serious thing if the effect of the advertising should be simply to transfer a large part of the demand for the cake over to the powder, and run the chance of having it stolen away by other cleansing powder manufacturers who had occupied that part of the field longer. In that event, the new product would be a *leak* instead of a business getter.

That evil result would not follow if the demand were allowed to develop naturally, or if the powder were advertised in the right way in connection with the older product, showing for what purposes the cake was better or handier, and for what the powder was best. It would save a lot of

time, money and dubitation to find out at the start. But how?

The Bon Ami Company may not have had precisely these questions in mind, but its problem was the same. And it set out to find out the answer. It has always been a great believer in putting a question up to the consumer. It has advertised for "new uses" and knows what an interest the housewife takes in such questions. It is still paying two dollars for every new use and has paid as much as \$50 for an unusually good suggestion of a new use.

With this experience the company decided to offer a series of prizes, \$2,250 in all, for the best uses, not necessarily new uses, of the two kinds of products. The best uses of the cake and the best uses of the powder were sought, in the order of their usefulness. The advertisement appeared in the April magazines, and the deluge of replies has begun.

Already the importance of the investigation by publicity is being demonstrated. The office had been in a quandary about the sifter hole in the top of the can of powder, as to whether it was not too small or properly placed. It seemed a point of great practical moment and there were expected to be a good many complaints about it. But none of the first thousand or so letters have mentioned the sifter hole, and it appears to be nothing to worry about; it can be dismissed from attention. Other surprises are probably in order when the 25,000 or 30,000 lists that are expected shall be classified and the uses compared.

Consumer investigations of this sort, through publicity, are much rarer than they might be. There is no end to the contests for an appropriate name for a product, for a slogan, catch-phrase, or trade-mark, either with a view to publicity or to get names of dealers, or to distribute samples. But there seems to be an opportunity in the idea for straight investigation on a larger scale than has been done before. Trying it out on a few dozen or hundred people cannot compare for certainty with a test on 25,000.

Good Times in Canada

THE farmers of Canada are enjoying an unprecedented era of prosperity. What with war prices and a greatly increased production, they are having extraordinarily good times.

The acreage under cultivation this year is from 20% to 25% greater than ever before, both East and West. Last year the farmers of Ontario received a bonus of \$100,000,000 for their cereal crop, as a consequence of war prices. In the same way the farmers of Western Canada received last year upwards of \$20,000,000 more for their grain crop than in 1913—this in spite of a crop shortage of 150,000,000 bushels. All over Canada, the Dominion Government is carrying on a campaign by newspaper advertising and conferences to increase production, and to do this intelligently—in the light of the world's needs.

When farmers prosper, the whole country gains, money becomes plentiful, and industry in general thrives.

Cultivate Canada. Use advertising. Use the daily newspapers.

In planning an advertising campaign for Canada, the following are strong dailies in their respective fields—the territories which yield advertisers the best results. For rates, circulations and all other desired particulars, communicate with the publishers direct, or with their U. S. A. representatives.

NEW YORK

CHICAGO

WINNIPEG TELEGRAM (A.B.C.)	VERREE & CONKLIN, 225 5th Avenue	WALLIS & SON, 1st Nat. Bk. Building
LONDON FREE PRESS (A.B.C.)	D. J. RANDALL, 171 Madison Avenue	ELMER WILSON, Tribune Building
TORONTO GLOBE	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
TORONTO TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
OTTAWA FREE PRESS	CHAS. H. EDDY CO., 5th Avenue Building	CHAS. H. EDDY CO., Peoples Gas Building
OTTAWA JOURNAL	La COSTE & MAXWELL, 45 W. 34th Street	La COSTE & MAXWELL, Marquette Building
MONTREAL GAZETTE	JOHN SULLIVAN, 5th Avenue Building	H. De CLERQUE, Mallera Building
MONTREAL LA PRESSE	THE W. J. MORTON CO., 5th Avenue Building	THE W. J. MORTON CO., Tribune Building
HALIFAX HERALD & MAIL (A.B.C.)	DIRECT	DIRECT
VANCOUVER PROVINCE (A.B.C.)	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallera Building
EDMONTON BULLETIN	JOHN SULLIVAN, 5th Avenue Building	A. R. KEATOR, 601 Hartford Building
REGINA LEADER	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallera Building
WINNIPEG FREE PRESS	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallera Building

IN CANADA USE THE DAILIES

Advertising as a Testimonial

BUCKLEY BROS., of Louisville, Ky., who manufacture a flour milling machine, recently used a unique idea in connection with a double-page spread in the *American Miller*. They reproduced two pages from the advertising section of the *Modern Miller*, another trade paper, on which are announcements of leading flour mills, and pointed out that most of the advertisers are users of Buckley machines.

The argument was then developed as follows:

"Judging milling by other lines of business, the mills that advertise are more prosperous and progressive, as a general proposition, than non-advertising mills. By the same token, the *most* prosperous and progressive mills are generally the most extensive advertisers. Some proof of this is found in the fact that the largest milling firm in the world is also the biggest advertiser—and, incidentally, a user of Buckleys.

"The only conclusion from these facts is that the most prosperous and progressive mills use Buckleys. Therefore Buckleys are *good* machines and can be profitably used by *all* mills."

The issue of the *Modern Miller* from which the two pages reproduced in the ad were taken contained the advertisements of 110 flour mills. Forty-two of these use Buckleys. It was also pointed out that of the total amount of space used by these advertisers, fifty per cent was occupied by the ads of Buckley users.

"Two mills," the Buckley announcement declared, "each had one full-page space. One of them uses Buckleys.

"Four mills each had one-half page space. Three of those four mills use Buckleys."

The two pages shown contained twenty-five announcements of mills, and fourteen of them were "ringed" to show that they were included among customers of Buckley Bros. The ad attracted

wide attention, and the firm reported that it got results. The idea of connecting advertising with quality is not new, but the plan of using the ads of customers as testimonials for the goods of the advertiser appears to have considerable possibilities.

Ridgways Tea Served in Cheese Cloth Bags

Restaurants, hotels, railroad dining-car services and other branches of trade are now being supplied with tea in individual cheese cloth bags by Ridgways, Incorporated.

Attached to the bags are the tags of the hotel or restaurant placing the order. These tags are designed and printed along the lines suggested by the Ridgways customers. When patrons of the restaurants order tea the individual bag is dropped in the teapot, hot water is added and the tea is steeped and may be poured without the use of a strainer.

During the 12 months the company has been devoting its time to the idea 20,000 pounds of tea have been sold. Ridgways supply the restaurants at cost and believe the plan is valuable as a way of introducing their teas. On the back of the tags being used in a New York restaurant now is the legend, "This delicious tea is Ridgways dollar blend put up specially for," and the name of the restaurant follows. On the reverse side is the seal of the restaurant.

The tea in the bags is carefully measured according to the amount of beverage desired. In that way it is almost certain that the tea will be made correctly, thus giving the diner a favorable impression of the Ridgways blend.

Advocates Course in Advertising in Public Schools

Systematic courses in advertising and selling should be given in the public schools, Dr. Herbert W. Hess, professor of advertising in the Wharton School of the University of Pennsylvania, told the members of the Poor Richard Club recently.

Dr. Hess said that it was not his aim in advising public school instruction in the art of selling to put everybody into the same business. He wanted some method arranged so that the boys and girls who expect to make selling and advertising their life business may have preliminary training in the public school.

Besides making the coming generation more efficient in advertising and selling, he said he believed that people would be trained to notice advertisements more frequently and more intelligently.

The reason that advertising sometimes fails to satisfactorily impress the prospective consumer, he said, is that the consumer seldom realizes that behind the printed word there is an idea.

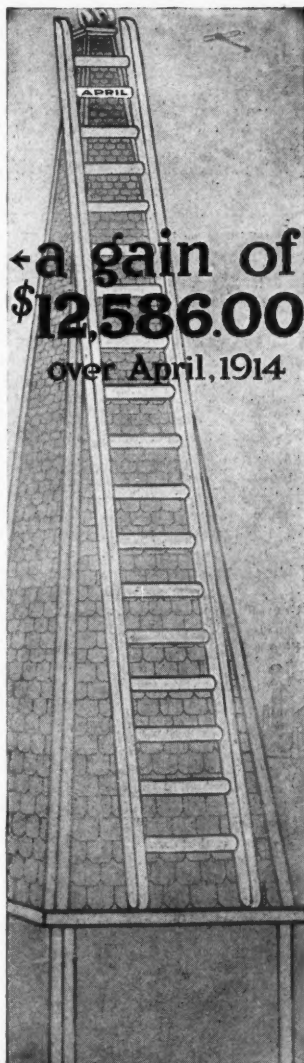
APRIL MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
APRIL(Exclusive of publisher's own
advertising)

	Pages.	Agate Lines.
World's Work.....	116	26,040
Metropolitan (cols.)....	131	22,622
Review of Reviews.....	100	22,589
Cosmopolitan.....	96	21,659
Harper's Monthly.....	89	20,020
Sunset Magazine.....	78	17,570
McClure's Magazine.....	77	17,435
Everybody's Magazine....	69	15,661
Hearst's Magazine (cols.)	87	14,899
American Magazine (cols.)	104	14,884
Scribner's Magazine.....	66	14,862
Century.....	65	14,672
American Boy (cols.)....	55	11,051
Munsey's Magazine.....	49	11,046
Red Book.....	44	9,856
Atlantic Monthly.....	38	8,579
Boy's Magazine (cols.)...	44	8,037
St. Nicholas.....	35	7,952
Current Opinion (cols.)..	54	7,770
Wide World.....	32	7,224
Popular Mag. (2 issues)..	27	6,048
Boy's Life (cols.).....	43	6,023
Overland.....	26	5,824
Argosy.....	25	5,656
Ainslee's Magazine.....	22	4,928
Bookman.....	21	4,844
Strand.....	18	4,088
Blue Book.....	18	4,032
Lippincott's Magazine....	14	3,276
Snappy Stories.....	11	2,576
Smith's Magazine.....	10	2,240
Smart Set.....	9	2,184

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publisher's own
advertising)

	Columns.	Agate Lines.
Vogue (2 issues).....	501	79,212
Ladies' Home Journal....	185	37,044
Harper's Bazar.....	204	34,377
Woman's Home Companion	129	25,812
Good Housekeeping Maga- zine (pages).....	110	24,827
Pictorial Review.....	100	20,000
Defineator.....	92	18,591
Ladies' World.....	84	16,800
McCall's Magazine.....	114	15,276
Woman's Magazine.....	71	14,375
Designer.....	71	14,262
Modern Priscilla.....	78	13,236
People's Home Journal...	66	13,208



← a gain of
\$12,586.00
over April, 1914

METROPOLITAN
J. MITCHEL THORSEN
ADVERTISING MANAGER

	Agate Columns. Lines.
Holland's Magazine.....	62 11,822
Mother's Magazine.....	83 11,342
Housewife	55 11,120
Woman's World.....	52 9,172
People's Popular Monthly	48 9,141
Home Life.....	26 4,579
Needlecraft	19 3,732

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CAR- RYING GENERAL AND CLASS ADVERTISING

(Exclusive of publisher's own
advertising)

	Agate Pages. Lines.
Country Life in America (cols.)	229 38,462
Vanity Fair (cols.).....	193 30,571
System	133 29,904
Popular Mechanics.....	119 26,712
*World's Advance.....	72 16,384
House & Garden (cols.)..	107 15,047
National Sportsman.....	63 14,112
Countryside Mag. (cols.)	80 13,600
Field & Stream.....	60 13,496
House Beautiful (cols.)..	76 11,232
Garden Magazine (cols.)..	79 11,116
Outer's Book.....	43 9,632
Outing	42 9,576
Physical Culture.....	39 8,904
Theatre (cols.).....	51 8,666
International Studio (cols.)	53 7,552
Outdoor Life.....	83 7,392
Arts & Decoration (cols.)	52 7,280
Forest & Stream (cols.)..	49 7,263
Technical World.....	28 6,384
Recreation (cols.).....	45 6,328
American Homes & Gar- dens (cols.).....	36 6,122
Travel (cols.).....	42 6,000
Extension Mag. (cols.)...	22 3,560

*Formerly Modern Mechanics.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publisher's own
advertising.)

	Agate Columns. Lines.
*Canadian Courier!.....	117 21,438
MacLean's	125 17,610
Canadian Mag. (pages)..	69 15,624
Canadian Home Journal..	64 12,800

* 4 March issues.

RECAPITULATION OF ADVERTIS- ING IN MONTHLY CLASSI- FICATIONS

(Exclusive of publisher's own
advertising)

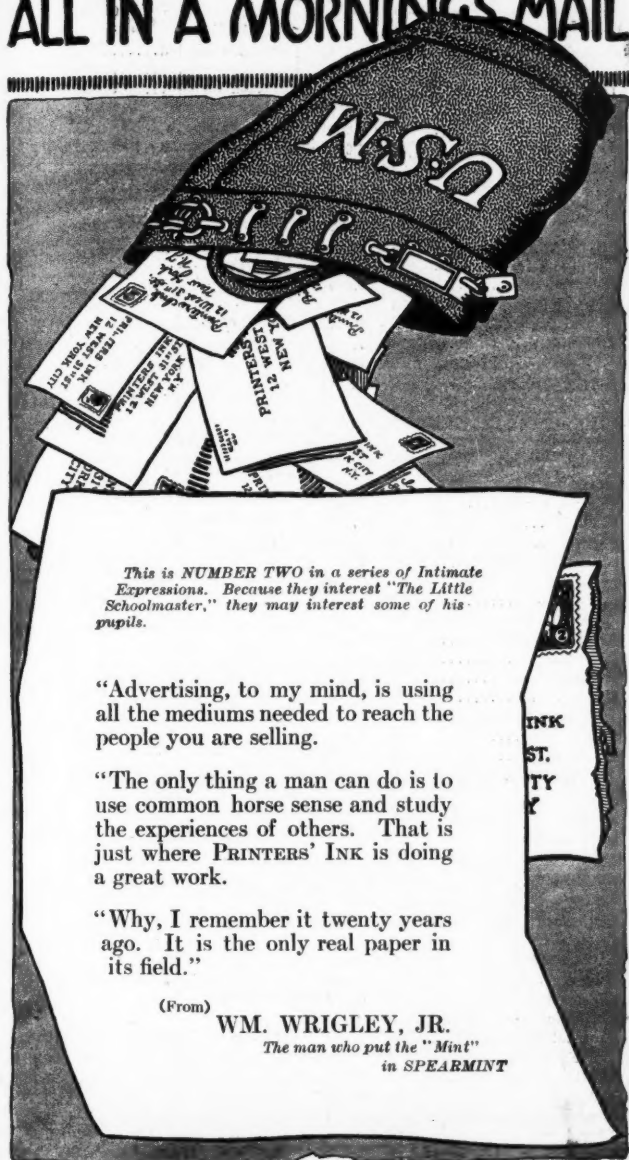
	Agate Pages. Lines.
1. Vogue (two issues) (cols.)	501 79,212
2. Country Life in Amer- ica (cols.)	229 38,462
3. Ladies' Home Journal (cols.)	185 37,044
4. Harper's Bazar (cols.)	204 34,377
5. Vanity Fair (cols.)...	193 30,571
6. System	133 29,904
7. Popular Mechanics...	119 26,712
8. World's Work	116 26,040
9. Woman's Home Com- panion (cols.)	129 25,812
10. Good Housekeeping Magazine	110 24,827
11. Metropolitan (cols.)..	131 22,622
12. Review of Reviews...	100 22,589
13. Cosmopolitan	96 21,659
14. Harper's Monthly ...	89 20,020
15. Pictorial Review (cols.)	100 20,000
16. Delineator (cols.) ...	92 18,591
17. MacLean's (cols.)....	125 17,610
18. Sunset Magazine.....	78 17,570
19. McClure's Magazine..	77 17,435
20. Ladies' World (cols.)	84 16,800
21. World's Advance.....	72 16,384
22. Everybody's Magazine	69 15,661
23. Canadian Magazine...	69 15,634
24. McCall's Mag. (cols.)	114 15,276
25. House & Garden (cols.)	107 15,047

VOLUME OF ADVERTISING IN MARCH WEEKLIES

(Exclusive of publisher's own
advertising.)

	Agate Columns. Lines.
March 1-7	
Saturday Evening Post	142 23,946
Literary Digest.....	104 15,424
Collier's	69 13,155
Town & Country.....	73 12,412
Scientific American...	45 9,039
Life	48 6,896
Leslie's	33 6,693
Christian Herald.....	38 6,384
Independent	37 5,207
Associated Sunday Mags.	22 4,122
Outlook (pages).....	14 3,322
Youth's Companion....	15 3,028
Judge	21 3,006
Churchman	17 2,812
Illustrated Sunday Mag.	12 2,160
All Story.....	9 2,166
Harper's Weekly.....	9 1,688

ALL IN A MORNING'S MAIL



"Advertising, to my mind, is using all the mediums needed to reach the people you are selling."

"The only thing a man can do is to use common horse sense and study the experiences of others. That is just where PRINTERS' INK is doing a great work.

"Why, I remember it twenty years ago. It is the only real paper in its field."

(From)

WM. WRIGLEY, JR.

The man who put the "Mint"
in **SPEARMINT**

He thought it was *bunk*

He was a shrewd buyer of space. He knew the advertising business from the dark basement transactions to the windy attic talk. And when in the mass of more or less clever and expensive publishers' announcements, he found a modest circular from Sunset Magazine telling about the remarkable electrical development in the Far West, he thought it was bunk.

Those figures couldn't possibly be true. Ninety-five per cent of the houses wired for electricity in San Francisco when the average for the East was less than thirty! Eight thousand electric irons in Pasadena, a town of 30,000! A special Tuesday morning ironing peak load in Lewiston, Idaho, to take care of the demands of the electric irons in the homes.

But the statistics started him to think, to compare the number of electric appliances he was selling in the Far West with the population out there.

This sophisticated buyer of space came to the California Expositions. He looked around. He found that Los Angeles had more than 100,000 consumers of electric current; Philadelphia only 18,000. He came into the office of the Sunset Magazine, came more than once, for additional data, statistics, information concerning the potential market for his appliances in the Sunset Country. And he got information which his trade organization had not yet been able to collect in the Eastern territory.

What do YOU know of the Sunset Country, of trade conditions, potential markets, preferences and dislikes out there? If you want facts about the country where they really have 42-story buildings and trees 400 feet high; where both the Expositions really are making money and drawing the crowds, write to

SUNSET MAGAZINE



Eastern Representatives

NEW YORK	- - -	William A. Wilson, 515 Candler Building
BOSTON	- - -	Charles Dorr, 6 Beacon Street
CHICAGO	- - -	G. C. Patterson, 338 Marquette Building

Member Quoin Club and A. B. C.

See the Sunset Exhibits at San Francisco and San Diego when you come to the Expositions.

"PRINTERS' INK'S" FOUR-YEAR RECORD OF APRIL ADVERTISING

	1915.	1914.	1913.	1912.	Total.
Cosmopolitan	21,659	37,912	47,121	44,155	150,847
Review of Reviews	22,589	28,812	30,520	30,240	112,161
Everybody's Magazine	15,661	24,747	31,158	32,542	104,108
Sunset Magazine	17,570	19,488	27,356	37,408	101,822
World's Work	26,040	25,942	25,185	24,528	101,695
McClure's Magazine	17,435	23,475	21,422	30,295	92,627
American Magazine	14,884	19,232	19,592	21,112	74,820
Harper's Magazine	20,020	21,226	16,968	15,155	73,369
Scribner's Magazine	14,862	18,788	18,256	16,856	68,762
Munsey's Magazine	11,046	16,072	16,744	20,923	64,785
Metropolitan Magazine	22,622	19,736	12,204	7,339	61,901
Century Magazine	14,672	14,294	13,440	17,472	59,878
Hearst's Magazine	14,899	17,528	18,131	9,072	59,630
Current Opinion	7,770	13,035	12,880	13,664	47,349
Red Book Magazine	9,856	9,324	11,648	13,440	44,268
American Boy	11,051	9,914	8,300	6,812	36,077
Atlantic Monthly	8,579	10,948	9,044	7,504	36,075
Argosy	5,656	9,016	9,308	10,024	34,004
Ainslee's Magazine	4,928	6,384	8,176	8,584	28,072
Boy's Magazine	8,037	6,860	6,514	5,588	26,999
St. Nicholas	7,952	6,860	6,496	5,600	26,908
Lippincott's Magazine	3,276	5,712	5,872	8,736	23,596

301,064 365,305 376,335 387,049 1,429,753

WOMEN'S MAGAZINES

Vogue (2 issues)	79,212	98,123	99,687	78,210	355,232
Ladies' Home Journal	37,044	37,000	37,300	36,395	147,739
Woman's Home Companion	25,812	26,015	33,923	32,659	118,409
Good Housekeeping Magazine	24,827	30,912	30,394	30,016	116,149
Delineator	18,591	23,020	26,518	26,295	94,424
Pictorial Review	20,000	18,500	20,560	18,600	77,660
Designer	14,262	17,667	20,939	23,051	75,919
Woman's Magazine	14,375	17,505	20,616	23,031	75,527
Ladies' World	16,800	19,200	21,043	14,600	71,643
McCall's Magazine	15,276	19,034	19,274	17,956	71,540
Harper's Bazar	34,377	23,772	3,503	6,936	68,588
Modern Priscilla	13,236	14,084	16,298	15,932	59,550
People's Home Journal	13,208	14,209	11,668	10,941	50,026
Housewife	11,120	13,667	10,675	10,216	45,678
Mother's Magazine	11,342	15,062	14,655	13,039	54,098
Woman's World	9,172	11,637	10,880	11,104	42,793

358,654 399,407 397,933 368,981 1,524,975

CLASS MAGAZINES

Country Life in America	38,462	47,070	46,872	*67,174	199,578
System	29,904	31,738	31,696	31,052	124,390
Popular Mechanics	26,712	30,352	31,024	26,432	114,520
Vanity Fair	30,571	30,575	22,306	18,399	101,851
The Countryside Magazine	13,600	17,414	20,060	21,590	72,664
House & Garden	15,047	17,800	20,029	19,324	72,200
House Beautiful	11,232	16,033	16,876	20,487	64,628
World's Advance	16,384	17,864	14,490	13,063	61,801
Garden Magazine	11,116	15,044	16,978	17,266	60,404
Field & Stream	13,496	13,160	12,271	13,832	52,759
Outing	9,576	9,604	12,600	15,540	47,320
Theatre Magazine	8,666	9,420	11,438	10,783	40,307
Physical Culture	8,904	10,000	9,707	8,960	37,571
International Studio	7,552	8,102	11,130	8,280	35,064
Travel	6,000	9,562	10,645	8,232	34,439

* 2 issues. 247,222 283,738 288,122 300,414 1,119,496

WEEKLIES (March)

Saturday Evening Post	105,828	118,150	*131,240	*132,697	487,915
Literary Digest	64,417	62,030	*70,782	*55,680	252,909
Collier's	64,233	46,996	*67,872	*71,156	250,257
Town & Country	†41,049	54,495	*75,668	*74,966	246,177
Outlook	*27,412	32,480	*41,786	*43,738	145,416
Life	21,759	29,269	37,953	35,063	124,044
Leslie's	28,864	22,749	26,348	28,212	106,173
Christian Herald	*28,560	23,016	24,111	28,352	104,039
Scientific American	21,932	23,491	*26,876	*22,691	94,490

† 3 issues. * 5 issues. 404,054 412,675 502,136 492,555 1,811,490

Grand Total.....1,310,994 1,461,125 1,564,526 1,548,999 5,885,644



THE fifth in Vogue's series describing its experiences in carrying the advertising of various classes of merchandise. Here is a class in which Vogue was one of the pioneers:—



5

HOUSEHOLD GOODS

TWENTY-THREE years ago, W. & J. Sloane and The Gorham Company each used a half-page in Vogue, Volume I, Number 1. That issue was dated December 17, 1892; and from that day to this, Vogue has carried an ever-increasing amount of advertising from the makers of household necessities.

It is sometimes thought—by those who have perhaps not studied Vogue's editorial pages—that its readers live in such a rarified atmosphere that they care little for the details of housekeeping. Note that Vogue's present list of 86 household advertisers includes percolators, carpet sweepers and refrigerators—side by side with silverware, oriental rugs, and the rarest antiques.

Below is a list of these advertisers; and the date when each of them made his bow to Vogue's appreciative audience. In the aggregate, these advertisers have been using Vogue for something like 250 years!

How much is it worth to you to reach an audience that is not only interested, but has the money to back its judgment, in the purchase of everything from a carpet tack to a \$25,000 Bokhara rug?

James Henderson

Advertising Manager
443 Fourth Avenue, New York

**Household Advertisers who have used Vogue in the year
ending April 1915**

Am. Thermos Bot. Co., 1910
Art. China Imp. Co., 1911
Berkey & Gay Furn. Co., 1912
Biddle Gaumer Co., 1914
Bissell Carpet Sweeper, 1907
Bombayreed Mfg. Co., 1914
Brand, Mme. O., 1913
Buffalo Specialty Co., 1914
Burns & Bassick, 1911
Burrowes, E. T., 1911
Cape Cod Products Co., 1910
Cape Cod Shops, 1911
Columbia Graph. Co., 1914
Cowan Co., W. K., 1911
Domestic Vacuum Sweeper, '14
Dougherty Co., H. D., 1914
Frantz-Premier, 1915
Freid Garment Container, '14
Fulper Pottery Co., 1913
Gebruder Mosse, 1906
Gorham Co., 1892
Grand Rapids Furn. Co., 1912
Guesfeld, W. E., 1914
Handel Co., 1911
Hathaway Co., 1912
Hartman Carpet & Furn. Co., 1910
Helsay Co., A. H., 1912
Homer, Laughlin China Co., 1912

Hessler, Louis, 1914
Kathodion Bronze, 1913
Kerney Mfg. Co., 1907
King Hooper Shops, 1914
Kittinger Furn. Co., 1914
Leavens Co., Wm., 1909
Lewis & Conger, 1906
Lilly Co., Henry, 1909
Lydon Bircher Mfg. Co., 1914
Lyon & Healy, 1910
Macbeth Evans Glass Co., 1913
Manning Bowman Co., 1908
Mastick & Graham, 1914
Maurad Co., 1913
McCutcheon Co., J., 1901
McGibbon Co., 1912
McHugh & Co., 1907
Minnet & Co., 1911
Nat. Vaseur Prod. Co., 1910
Newton & Sons, 1913
Old Hickory Chair Co., 1914
Orinoko Mills, 1913
Orvington, 1906
Parsons Nuthowl, 1915
Parkhurst Sons Co., 1912
Prana Carb. Siph. Co., 1913
Rainy Day Table Co., 1914
Reed & Barton, 1895
Royal Cop'n Force'n, 1912
Schmidt & Sons, 1914

Schlichting, A. T., 1914
Shoemaker Co., 1914
Sloane, W. & J., 1892
Speer Co., 1914
Swift, Miss., 1906
Straasburger, Inc., 1906
Sternau & Co., 1904
Strater Sons, 1914
Steinway & Sons, 1912
S. E. J. Bowl Shop, 1915
Sanitary Prod. Co., 1914
Tuthill Cut Glass Co., 1910
Thread & Thrum, 1909
Tiffany Studios, 1906
Tindale Furniture Co., 1911
Tobey Furniture Co., 1911
Taylor Trunk Works, 1913
Utica Steam & Mohawk Valley Co., 1911
Vacuna Sales Co., 1914
Victor Talking Machine, 1911
Wallace Novelty Co., 1914
Wright Tyndale & Van Roden, 1911
Wyler, S., 1914
Willowcraft Shops, 1910
White Enamel Refrig. Co., '11
White Frost Refrig. Co., 1915
Walpole Bros., 1911
Western Electric Co., 1913

The Little Schoolmaster's Classroom

"P. T. BARNUM would fail as an advertiser to-day unless he adopted a platform radically different from that indicated in his saying that 'the American public love to be humbugged.'" Thus runs a sentence from a lecture, solemnly delivered before a college of commerce and advertising in Cincinnati. As a text for a sermon on truthfulness in copy, it may be suitable enough, but the Schoolmaster opines that it does a certain violence to the memory of one of the greatest advertisers of his generation. Probably the remark is authentic in the sense that Barnum really made it, but its commonly accepted meaning is far from what Barnum meant by it. He was far too shrewd a judge of human nature to declare that people like to be *cheated*—which is the construction most of our present-day philosophers put upon his remark.

* * *

In the above connection the Schoolmaster is glad to quote the following letter from M. M. Gillam to the *New York World*, following the *World's* citation of the Barnum aphorism in its most uncomplimentary sense:

"I knew Mr. Barnum intimately," Mr. Gillam writes. "Many times I have heard him make a remark of the nature quoted above, but never in the faintest degree in the sense that it was good business to give less than was paid for. Often as we would watch an amused throng about the Woolly Horse or the Fish Mermaid, or some other side-show freak mainly notable from the monster pictures outside the tent, he would chuckle and say in his peculiar, almost squeaky way, 'The people like a humbug,' or maybe even 'The people like to be humbugged.' And it was true. It is true to-day from the Barnum standpoint. But who ever heard of a man, woman, or child who attended a Barnum show and came away feeling that less than

the ticket cost had been given by the entertainment?"

"Of all the great advertisers I have known, I would put Mr. Barnum first in acting in exact contradiction to the perverted humbug sentiment so generally attributed to him. He was a pioneer in giving studiously heaped-up and overflowing measure to every purchaser."

* * *

As a matter of fact, any stage "magician" or sleight-of-hand performer will give you plenty of evidence as to the public's love for humbuggery or mystification. The gentleman who extracts a live rabbit from the coat collar of an innocent spectator or conjures a tank of goldfish out of a silk handkerchief is a humbug in the Barnum sense, but for all that he probably gives his audience its money's worth. There may be a subtle distinction between the moral standing of the circus side-show and that of the East Indian juggler, but it is the public's love of mystification which keeps them both going. It is a little far-fetched to accuse them of fraud.

* * *

In PRINTERS' INK twenty-four years ago an article by Joel Benton touched upon some of Mr. Barnum's advertising ideas from first-hand knowledge. Mr. Benton wrote:

"When Mr. Barnum put one of his elephants at work plowing on an eminence near Bridgeport, many years ago, he received letters from farmers and agricultural societies in different parts of the country, inquiring if an elephant plowed much more in a day than a good team of horses or oxen would; how much it cost to keep an elephant; whether he could be managed by the ordinary hired man; with other questions apropos of the enterprise.

"Mr. Barnum's reply was that he could not recommend an elephant for ordinary farm use on economical principles, but on his

own farm he found its use extremely profitable. Said he: "If you have a side hill very near a great railroad which carries thousands of passengers daily to New York, with steamboat lines in sight, and happen to run a museum in the city you will find that the elephant pays better than the ordinary plow team."

* * *

"I bought for him on one occasion," Mr. Benton continues, "two blanket-marked cows—not only excellent milkers, but quite valuable to him as a hint that here lives the purveyor of curiosities, and a reminder to all passengers to put the museum in their list of things to be done when they should reach the city. These things arrested attention and kept his name in use."

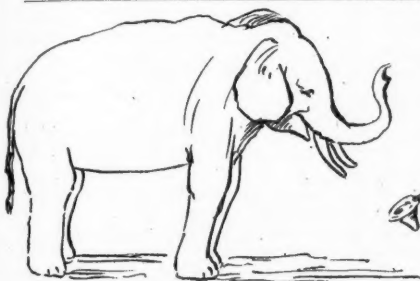
* * *

The Schoolmaster may be quite wrong about it, and Mr. Barnum may have had a very deep and sinister meaning when he spoke of the people's love of a humbug. But the evidence hardly bears out

such a conclusion. Let us set it down rather as an indication of a shrewd knowledge of human nature, coupled with a sense of humor—the latter quality not always so plentiful as it might be in this generation.

* * *

The golden vision of the Panama-Pacific Exposition has set fire to the ingenuity of many a youthful aspirant for advertising honors—and a trip to the big show. The trouble is, however, that too many of them have happened to hit upon the same expedient. One of the largest advertisers in the country tells the Schoolmaster that he is receiving from five to ten requests per day from young people who want to go to the Exposition, and will agree to carry a sign advertising his product in return for the railroad fare. So persistent have these requests become that he has been obliged to get up a form-letter in reply, in which he assures the aspirant that he (or she) will doubtless have an enjoyable trip, since so many



Taking Willie to the Circus

SOMEHOW it is not so very hard to find some older person in the family who will volunteer his or her services to take Willie or Polly to the circus. And there are many families where you will find ST. NICHOLAS taken "for the children" and where all the older members of the family may be heard to ask at short intervals. "Oh, by

the way, Willie, where is the latest ST. NICHOLAS?"

So the advertisers who use ST. NICHOLAS find Father, Mother, Willie and Polly all very much alive to everything that is going on, asking and answering questions, and pointing out and explaining, and not missing a thing, and the "ring" containing the advertising is full of life and action.

Don W. Parker

**Mr. Calkins' New
Book Now Ready**



**The Business
of Advertising**

By Earnest Elmo Calkins
of Calkins & Holden

No matter in what particular field of advertising you may be interested, you will find much in this book that will be of real value and aid to you in your work. For it is the purpose of the book to embrace everything covered by the term "advertising", and it considers the subject from the standpoint not only of the manufacturer and advertising man, but also that of the publisher, the retailer and the public. Considering the wide scope of the work it is remarkable that the author has been able to include such a mass of valuable and suggestive material. Many prominent advertising campaigns, for instance, are carefully analyzed and commented upon. More than one hundred illustrations. Send for your copy TO-DAY.

\$2.00 net; By mail \$2.16

**D. Appleton
& Company**

Publishers, 35 W. 32nd St., New York

other people are planning to go under similar auspices.

* * *

Of course, it is cruel to dash the hopes of these youngsters who have with great travail thought up an "absolutely original" advertising scheme. But those schemes are so astonishingly plentiful that there is nothing else to do. For example, here is the pastor of the Congregational Church at Murdo, S. D., who is writing to advertisers as follows:

"I have a brand-new advertising scheme that I thought you might be interested in, nothing like it has ever been heard of before, at least to my knowledge.

"I will present my credentials and then my scheme. I am a Congregational pastor at this place and am now going on my third year here, so you see I have a good character and can be depended on, or they would have starved or run me out long ago."

"My field is largely a missionary one, and I need an automobile to get out into the surrounding country, and, being unable to buy one, I have thought up this scheme, whereby you may be profited and I may gain the automobile. You know the old saying, 'Necessity is the mother of invention.'"

* * *

The advertiser is to be entitled to purchase as many 72-square-inch spaces on the automobile as he desires at the rate of ten dollars per annum. It is necessary to speak quickly, though, for the best spaces will be allotted to the first-comers. The space will be doubly valuable the first year, as the pastor expects to take a trip to St. Joseph, Mo., to see his folks. Apparently there are no restrictions as to copy, and the advertiser, who passes the letter along, remarks that he would like to see the pastor's automobile at the head of a funeral procession.

The Regal Motor Car Company, Detroit, has appointed Robert H. Crooker advertising manager. Mr. Crooker was on the advertising staff of the *Detroit News* for three years, and has since completed two years' experience in the advertising department of the Burroughs Adding Machine Company.

Helps Farmer Sell Direct

The Southern Express Company is using the newspapers to advertise its "Market Bulletin" service. The advertising is an expression of a plan for looking after small shipments of food products from the farm to the consumer. With a view to aiding growers and producers the company issues a series of Market Bulletins which give the names of the products, the names and addresses of the producers, together with the prices asked for them.



These bulletins are given wide distribution in the territory traversed by the company in an effort to bring producers in direct touch with consumers in marketing their products.

The Southern Express Company does not undertake to sell the product direct, but through the medium of its Market Bulletins, it is striving to increase the demand from consumers as well as dealers for food products that might not otherwise find a ready market. The advertising offers low rates, prompt service, free insurance and free delivery.



For Men about Women

Do you know—does your wife (if you have one) know—that new economic conditions, due to the waste of war, will soon affect every American pocketbook? Writing from her home in Paris, Mrs. Belle Armstrong Whitney—the highest paid Fashion Authority in the world—is telling women readers of **GOOD HEALTH** how they may have pretty clothes and, at the same time, dress healthfully, stylishly and economically.

Mrs. Whitney knows what she is writing about because she has edited and published fashion journals—is a prominent member of the "American Colony" in Paris—buys her own clothes from the great Parisian dress artists—and, in America, is a leader in the social, literary and club life of New York City.

You would enjoy reading Mrs. Whitney's articles on pretty clothes at low cost, and every woman who has to plan the investment of her own—or her husband's—salary or income will find help in them.

Mrs. Whitney's articles are appearing only in **GOOD HEALTH**—the magazine which teaches practical efficiency for the individual and the home.

Send ten 2c stamps (20 cents) for the April **GOOD HEALTH**, containing Mrs. Whitney's first article, or—get them all by sending \$2 for **GOOD HEALTH** for one year. Address—

GOOD HEALTH PUB. CO.
1804 W. Main St.
Battle Creek, Mich.

Yes

As Manufacturing Man—to take charge of your Forwarding Dept.—as Assistant to Advertising Manager—or for any BIG responsible position with a future to it.

For such a position you can get in touch NOW with a live, wide-awake, competent young man with a clean record. Wide experience in advertising work. Write "C," Box 273, care of P. I., for further particulars.

The Young Man You Want

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 15% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

\$2 A MONTH **FREE TRIAL**

Late Style Vibbles. Every modern convenience. Back-bone—Automatic Ribbon Reverse, etc. **Bargain Prices.** Perfect machines with complete equipment and every extra. **Guaranteed for life.** Free circular describes special **FIVE DAYS' TRIAL OFFER.** Address

H. A. SMITH, 633—231 N. 5th Ave., Chicago, Ill.



"We get much useful information from PRINTERS' INK."

**Mr. C. B. Retting, Treas.,
Retting Furniture Co.**

Oranges as Inducement to Buy "Tuxedo"

The Tobacco Company of California, of San Francisco, manufacturing distributors handling the lines of the American Tobacco Company on the Pacific coast, hitched a "Tuxedo" smoking tobacco advertising campaign to "Orange Day" in that section. With each ten-cent tin of "Tuxedo" the smoker was given on "Orange Day" a juicy California orange.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF AUGUST 24, 1912,

of PRINTERS' INK, published weekly at New York, N. Y., for April 1, 1915.

Editor, John Irving Romer, 12 West 31st St., N. Y.; Managing Editor, Lynn G. Wright, 12 West 31st St., N. Y.; Business Manager, J. M. Hopkins, 12 West 31st St., N. Y.; Publisher, Printers' Ink Publishing Co., 12 West 31st St., N. Y.

Owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total amount of stock. If not a corporation, give names and addresses of individual owners.) Printers' Ink Publishing Co., 12 West 31st St., N. Y.; John Irving Romer, 12 West 31st St., N. Y.; Richard W. Lawrence, 12 West 31st St., N. Y.; J. M. Hopkins, 12 West 31st St., N. Y.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: Mrs. George P. Rowell.

Sworn to and subscribed before me this 29th day of March, 1915.

CHARLES C. LINK,

[SEAL] Notary Public.

My commission expires March 30, 1915.

WANT-AD MEDIUMS

New Haven, Conn., Register. Lead's want ad. med. of State. 1c. a wd. Av. '14, 19, 414.

The Portland, Me., Evn'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd. 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads. than its nearest competitor. Rates: 14c. a word, cash with the order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Evn'g News is the best classified adv. medium in N. Y. State outside of N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.



Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY
ADVERTISING
26 Beaver Street, New York
Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ADVERTISING SERVICE

Write us when you want strong, forceful letters, booklets, etc., prepared. Fifteen years' experience. Ad. Widder Co., 151 Broadway, Brooklyn, N. Y.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



PAUL BROWN

COMMERCIAL ARTIST
154 WEST 108 ST. NYC
NEW YORK CITY



MY DRAWINGS
ARE ABSOLUTE
TRADE-MARKS
SKETCHES
ON
APPROVAL

BUSINESS OPPORTUNITIES

MY EFFICIENCY BUSINESS NEEDS MEN!

Three experienced, energetic, educated business builders; men of versatility, ingenuity and initiative; men who can address a chamber of commerce, play golf, systematize a business or produce real advertising with equal facility. Other requisites are capital, willingness to work like Faust's friend and nerve to take a chance. For the chosen ones partnerships and district offices await. Box 807, c/o P. I.

DESK ROOM TO LET

Desk room; phone; typewriting attendance; new desks; elegance; 21 Park Row, Room 2309; moderate rent.

FOR SALE

BARGAIN IN ADDRESSING MACHINE

Elliott Wrapper Cutter and Addressing Machine, complete with motors, rheostat and all connections. Two-color printing attachment. In first-class condition. Can be seen at any time.

G. W. BOWESMAN
10th floor, 134-140 West 29th Street,
New York City.

HELP WANTED

A COPY MAN. Young, ambitious, with a fresh view-point, a goodly fount of originality and a keen desire to make the most of an unusual opportunity. Agency experience preferred. Applications will not be considered unless they fully detail qualifications and past associations. Specimens of work done should be attached. All communications will be treated in confidence. Box 795, c/o P. I.

Wanted—Sales manager. One who has sold Leather Goods, Books, Furniture, or similar "Specialties" to high-grade stores in person. One who can meet a High-grade Clientele. One who can take charge of a Business—and organize it along progressive lines. One who can write a good business letter. One who will quarrel with the Boss for a Plan or Policy in which he believes. One who knows Manufacturing Costs and Overhead,—and who can see and develop New Markets.

This Firm is famous—and has been so for years. But no one is pushing it. We want a Pusher who is a self-starter. A sufficient salary will be paid,—and a sufficient percentage on increased business. Say, a practical man of 30-32, ambitious and straightforward. State your qualifications and requirements. Address Box 800, c/o P. I.

SALES AND ADVERTISING MANAGER WANTED

Established women's wear manufacturer has opening for young man. Must have had advertising and outside experience, preferably acquainted with high grade retail dry goods trade. Liberal salary and exceptional prospects. State age and full particulars as to experience. Correspondence confidential. Box 804, c/o P. I.

POSITIONS WANTED

Copywriter: Agency experience on technical, trade paper, and some general copy. Varied publishing experience. Not a "clever" writer. No accounts to swing. Permanent connection desired near N. Y. Box 792, c/o P. I.

Commercial Artist with general advertising and newspaper experience. Good figure man. Capable and a very hard worker. Now free lancing. Age 27, married. C. C. Vollmer, 516 Sheridan Rd., Kenosha, Wis.

PART TIME ADVERTISING SERVICES

offered New York manufacturer by man with Agency and Managerial experience. Reasonable. Box 798, c/o P. I.

Newspaper man, age 28, employed, combining sales experience and ability to write strong copy with print-shop knowledge, seeks solicitor's position in advertising dept. of large paper. Hustler, personality, references. Box 803, c/o 808, P. I.

You want to increase your sales efficiency. I can do it. Age 35. Broad experience in sales and advertising. Executive ability. Clean record. Particularly interested in the future you can offer the right man. Box 791, c/o P. I.

Young man (20), 4 yrs. experience; 2 in N. Y. dept. store, 2 in biggest N. Y. printing and binding plants; thorough knowledge technical details; evening High School education; writes convincing human-interest copy that gets under the skin; hard work and long hours a specialty. Box 793, c/o P. I.

Ideas by the Dozen!

All I want is a chance to demonstrate. Varied merchandising and copy experience. Layouts that grip the passing eye. Copy that throbs with human interest. Salary or location don't concern me. Just let me pitch in and help you to greater success. Box 802, care of Printers' Ink.

Is there a manufacturer who can use services of "A Live Wire," age 35, in Sales or Advertising Departments. Six years Sales experience—Two years Manager Advertising Agency—Ten years Manager High Grade Engraving and Printing Plant. Good executive—Correspondent—Buyer—Organizer. Lots of initiative and original ideas. Absolutely reliable. Good references. Box 801, c/o P. I.

ARTIST—BUYER—MANAGER CATALOGUE-BUILDER

Expert on commercial illustration, incorporating selling power and typographical enchantment. Practical thorough knowledge of all methods of engraving, including three and four color processes, composition, stock and press work, is open for a high-class proposition. Box 808, c/o P. I.

POSTER STAMPS

Hundreds of beautiful, original styles and designs, Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

UNUSUAL PUBLISHING OPPORTUNITY

\$15,000 invested to extend the business, will secure half interest in a leading trade journal, covering engineering and contracting field, established 20 years, for an experienced man who knows how to run a publishing business from bottom to top. Must have executive ability and be qualified in every particular as a manager. Correspondence in strictest confidence solicited. Address Box 805, c/o P. I.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized $3\frac{1}{2} \times 6$, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 28-32 So. 3rd St., Philadelphia, Pa.

ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

Phoenix, Ariz., Gazette. Average daily circulation for 6 mos. ending Oct. 1st, '14, 8,017.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy. 20; Sun., 17,156, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

South Bend, Ind., Tribune. Sworn av. Jan., 1915, 13,611. Best in Northwest Indiana.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for Iowa by town and zone circulation booklet.

Waterloo, Ia., Evening Courier, 56th year; av. dy. '13, 9,231. Dy. av., Apr. to Sept., '14, 14,262.

Louisville, Ky., Courier-Journal. Average 1914, daily, 32,595.

New Orleans, La., Item, net daily average for 1914, 56,960.

Augusta, Me., Kennebec Journal, dy. av. 1914, 11,763. Largest and best cir. in Cent. Me.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914, Sunday 61,947; daily 80,176. For Mar., 1915, 77,816 daily; 70,558 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (©©) Boston's table paper. Largest amount of eve. adv't'g.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the Printers' Ink Publishing Co. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and N'th'n Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Actual av. 1st 9 mos. 1914, 113,166. Actual average for 1914, 115,291.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Lecky. Actual average for 1914, 23,017.

Benjamin & Kentnor, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, 124,813; Sun., 155,342. For Mar., 1915, 128,687 daily; Sun., 165,332.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.



Erie, Pa., Times, dy. Aver. circulation '14, 23,270; 23,467 av., Feb., '15. A larger guaranteed paid circulation than all other Erie papers combined.

E. Katz, Special Agt., N. Y.



Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. Av. net dy. circulation for 1914, 19,959.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.



Chester, Pa.—Times, dy av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Providence, R. I., Daily Journal.



Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 46,772 ave. net paid for '14.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. Feb., 1915, average 5,895.



Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great



productive value to the adv. Av. daily circulation, 1914, 71,858; In March 1914, the Times beat its nearest competitor by 363,524 agate lines.



Tacoma, Wash., Ledger. Average year 1913, daily and Sunday, 21,581.

Tacoma, Wash., News. Average for year 1913, 20,510.



Janesville, Wis., Gazette. Daily average, 1914, daily 7,129. Feb. average, 7,541.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.



Regina, Canada. The Ledger. Average 1914, 16,619. Largest circulation in Province.

GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

The Inland Printer, Chicago, Ill. (©©) Actual average circulation for 1914, 16,420.

Boston, Mass., American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America. (©©)

Boston, Mass., Ev'g Transcript (©©) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG
(©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award.

The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times, (©©), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.



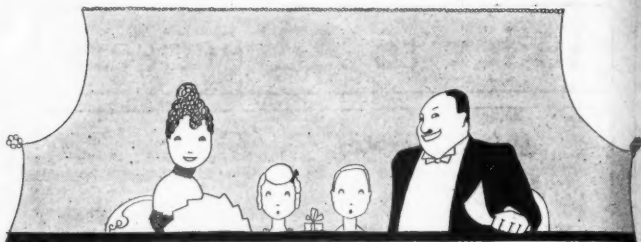
Table of Contents

PRINTERS' INK, April 8, 1915

How the American Radiator Company Fosters Its Growth.....	2
Interview with Louis Bruch, Vice-Pres., American Radiator Company; Pres., Audit Bureau of Circulations.	
Value of Understatement in Copy.....	Percy Waxman 13
The Simultaneous Use of Canvassers and Retail Dealers.....	17
Story of "Wear-Ever" Campaign to Introduce Aluminum Kitchen Utensils.	
General Electric Wins "Mazda" Case.....	25
Outline of the Decision, and Others Recently Handed Down at Washington.	
How a Neglected Product Became the Chief Profit Producer.....	33
A Half-hearted Try-out of Advertising Revealed a Big Waiting Market.	
Reducing the Burden of Unjustified Suspicion.....	43
A Portion of the First Annual Report of the Vigilance Bureau of the Minneapolis Advertising Forum.	
Getting Old Customers to Help You Sell.....	Cameron McPherson 53
Some Underlying Principles in Framing Letters That Are Intended to Get Names of Friends, Testimonials, and Other Sales Help from Satis- fied Customers.	
Advertise to Stop Exports of Ammunition.....	61
The Macy Argument for Price-Cutting.....	64
Prime Requisites of Salesmanship.....	C. E. Churchill 69
Of Churchill-Hall, New York.	
Selling On Installments.....	Edward Mott Woolley 74
Part II—Financing and the Cost of Doing Business.	
Medicinal Properties Claimed for Talcum Powder.....	88
Editorials	90
Tampering with Manufacturers' Packages—The Broadening Influence of the Ad Club—Cultivating the Credit Manager—Making Dry Bones Live—Advertising to Test Demand.	
Advertising As a Testimonial.....	94
Advertising in Monthly Magazines for April.....	95
"Printers' Ink's" Four-Year Record of April Advertising.....	100
The Little Schoolmaster's Classroom.....	102

Index to Advertisers

	PAGE		PAGE
American Exporter.....	71	National Printing & Engrav-	
American Telephone & Tele-		ing Co.....	80
graph Co.....	87	Needlecraft Pub. Co.....	9
Appleton, D. & Co.....	104	New York Globe.....	63
Associated Sunday Mag-		New York Telephone Co.....	36
azines.....	40-41	Nichols-Finn Adv. Co.....	7
A-to-Z Printing Co.....	85		
Audit Bureau of Circulations	60		
Ayer, N. W. & Son.....	1, 45-6-7		
		Ohio Farmer.....	2
Baltimore Sun.....	76	Oklahoma Farm Journal...	2
Batten, George, Co.....	42	Ottawa Free Press.....	93
Boston American.....	67	Ottawa Journal.....	93
Breeder's Gazette.....	2		
Butterick Publishing Co....	39	Pennsylvania Farmer.....	2
		Physical Culture.....	88
Canadian Dailies.....	93	Pittsburgh Chronicle Tele-	
Cheltenham Advertising Ag-		graph.....	89
ency.....	11	Pittsburgh Gazette Times..	89
Christian Herald.....	50-51	Popular Mechanics Mag...	68
Classified Advertisements..	107-108	Position Wanted "C".....	106
		Prairie Farmer.....	2
Coal Age.....	21	Printers' Ink.....	97, 106
Collier's.....	29	Progressive Farmer.....	2
Conkey, W. B. Co.....	79		
Curtis Publishing Co.....	14-15	Railway Age Gazette.....	35
		Railway Age Gazette—Me-	
Dyer, George L., Co.....	27	chanical Edition.....	35
Delineator.....	39	Regina Leader.....	93
		Roll of Honor Papers.....	109
Edmonton Bulletin.....	93	Ruthrauff & Ryan.....	52
Every Week.....	40 41		
		St. Nicholas.....	103
Farmer, St. Paul.....	2	San Francisco Examiner...	30-31
Farm Journal.....	47	Saturday Evening Post...	14-15
Freeman, William C.....	66	Signal Engineer.....	35
Frey, Charles Daniel, Co...	89	Simmons-Boardman Publish-	
		ing Co.....	35
Gold Mark Papers.....	109	Smith, H. A.....	106
Good Health Pub. Co.....	105	Standard Farm Papers....	2
Good Housekeeping Mag..	16	Steele, J. A.....	106
		Strathmore Paper Co.....	72
Halifax Herald & Mail...	93	Street & Finney.....	81
Hearst's Magazine.....	22-23	Street Railways Adv. Co..	58-59
Hill Publishing Co.....	21	Sunset Magazine.....	99
Hoard's Dairyman.....	2		
		Theatre Magazine.....	86
Illustrated Sunday Magazine	83	Today's Magazine for	
Indiana Farmer.....	2	Women.....	49
		Toronto Globe.....	93
Judge.....	32	Toronto Telegram.....	93
Kansas Farmer.....	2	Vancouver Province.....	93
Kramer, Edward L., & Co..	88	Vanity Fair.....	112
		Vogue.....	101
Leslie's.....	57		
Lincoln Freie Presse.....	106	Wallaces' Farmer.....	2
London Free Press.....	93	Want-Ad Mediums.....	106
		Warren, S. D., & Co.....	75
McClure's.....	24	Winnipeg Free Press.....	93
Metropolitan.....	95	Winnipeg Telegram.....	93
Michigan Farmer.....	2	Wisconsin Agriculturist...	2
Montreal Gazette.....	93		
Montreal La Presse.....	93		
Motorcycle Illustrated....	84		



THE producer of "Watch Your Step" and "Chin-Chin" (the two biggest hits of this season on Broadway) has written to Vanity Fair:—

"I consider Vanity Fair the best magazine of its kind published in this country, or any other."

—C. B. DILLINGHAM

We think Mr. Dillingham knows a good magazine when he sees one. Apart from his letter, Mr. Dillingham insisted that a Vanity Fair artist — Miss Helen Dryden — should design the costumes for "Watch Your Step."

This was one of Vanity Fair's recent achievements on the lighter side. On its serious side, moreover, Vanity Fair is offering Mr. Dillingham—and its other readers—as many practical services as any of the magazines that are primarily helpful.

For instance, if you want to buy or rent a house in the country, get a ticket to California, buy a thoroughbred dog, or a motor, or do a week's shopping in New York without leaving your home—Vanity Fair will do it all for you, free of charge.

This side of Vanity Fair—the useful, practical side—is responsible for its growing circulation, and its remarkable advertising patronage. Run through the April number and see how it everywhere meets the reader on the ground of serviceability.

Donnell Henderson

Advertising Manager
449 Fourth Ave., New York

Read the April summary, page 96 of this Printer's Ink.